F. C. No. 61

ESTIMATES COMMITTEE

PARLIAMENT LIBRARY
No. 36.657
Date 6.12.57

Eleventh Report
1953-54

MINISTRY OF INFORMATION AND BROADCASTING

PARLIAMENT LIBRARY
DIGITIZED

LOK SABHA SECRETARIAT
NEW DELHI
September, 1954

CORRIGENDA

Seventh Report of the Estimates Committee on the Ministry of Information and Broadcasting

Page 18—Para 55, 3rd line from the bottom:
for 'State' *read* 'States'.

Page 22—Para 66, last line:
for '8' *read* '28'.

3. Page 25—Para 77, second line:
for 'completely' *read* 'complete'.

Page 26—Para 78, second sub-para:
for '(*Ajkal*)' read '*Ajkal*'.

Page 37—Para 113, line 12:
for 'matter' *read* 'matters'.

Page 47—against Serial No. 47, second line:
for 'advertisement' *read* 'advertisements'.

Page 48—against Serial No. 55, third line:
for 'shoud' *read* 'should'.

Page 53—**Appendix III**, seventh line:
for 'or' *read* 'for'.

Page 69—**Appendix VIII**, para (ii)—fifth line from the bottom:
for 'report' *read* 'reports'.

PARLIAMENT LIBRARY
DIGITIZED

773 L. S.

CONTENTS

		Pages
	Composition of the Estimates Committee, 1953-54	ii
I.	Introduction	1
II.	Films Division, Bombay	2—11
III.	Press Information Bureau	12—21
IV.	Publications Division	22—37

Appendices

I.	Summary of Conclusions/Recommendations	38—49
II.	Chart showing the organisation of the Press Information Bureau at Headquarters	51
III.	Functions and Strength of Sections of the Press Information Bureau	53—54
IV.	The sanctioned strength of officers and staff of the Press Information Bureau as on Oct. 1, 1953	55—56
V.	Chart showing the organisation of the Defence Wing of the Press Information Bureau	57
VI.	Chart showing the organisation of the Press Information Bureau Branch Offices	58
VII.	Staff at the Headquarters of the External Publicity Division	59—68
VIII.	Headquarters Organisation of the External Publicity Division	69—70
IX.	Analysis of Press reactions	71
X.	Statement showing the number of prints distributed, assignments covered and papers on the mailing list for photographs during the years 1950—53	72
XI.	List of pamphlets published by the Publications Division since the year 1947-48	73—81
XII.	List of selected books issued by the Publications Division	82
XIII.	List of periodicals issued by the Publications Division	83
XIV.	Statement showing distribution and sale of the Publications Division's magazines for the years 1951 and 1952	84

PARLIAMENT LIBRARY
DIGITIZED

Members of the Estimates Committee, 1953-54

1. Shri M. Ananthasayanam Ayyangar—*Chairman.*
2. Shri Sarangadhar Das
3. Shri Radhelal Vyas
4. Shri Debeswar Sarmah
5. Shri Nityanand Kanungo
6. Pandit Balkrishna Sharma
7. Shri Shivram Rango Rane
8. Shri V. B. Gandhi
9. Shri Upendranath Barman
10. Shri R. Venkataraman
11. Shri Balvantray Gopaljee Mehta
12. Dr. Syed Mahmud
13. Pandit Thakur Das Bhargava
14. Shri C. P. Mathew
15. Shri U. Srinivasa Malliah
16. Shri Rayasam Seshagiri Rao
17. Shri Ahmed Mohiuddin
18. Shri Girraj Saran Singh
19. Dr. Suresh Chandra
20. Shri Mohan Lal Saksena
21. Dr. Lanka Sundaram
22. Shri Kadyala Gopala Rao
23. Shri V. Muniswamy Avl. Thirukuralar
24. Shri P. N. Rajabhoj
25. Sardar Lal Singh.

SECRETARIAT

Shri M. N. Kaul—*Secretary.*
Shri S. L. Shakdher—*Joint Secretary.*
Shri V. Subramanian—*Deputy Secretary.*

CORRIGENDA

Twelfth Report of the Estimates Committee on the Ministry of Information and Broadcasting—All India Radio.

Page 27—Para. 85, *for* the 7th line *read*:

"mentaries. The Committee feel that intelligently handled it might".

Page 38—Para. 116, 1st line of the quotation:

for "and the" *read* "and that".

2nd line of the quotation:

for "defermined" *read* "determined".

Page 40—Para. 118, sub-para. (5), lines 3 and 4:

for "centers" *read* "centres".

Page 44—Para. 126, sub-para. (v), last line:

for "helful" *read* "helpful".

INTRODUCTION

I, the Chairman of the Estimates Committee, having been authorised by the Committee to submit the Report on their behalf, present this Eleventh Report on the Ministry of Information and Broadcasting.

2. The Report embodies the conclusions of the Committee on the Films Division, the Press Information Bureau and the Publications Division. The Committee will in due course present their Report on the All India Radio.

3. The Committee wish to express their thanks to the Officers of the Ministry of Information and Broadcasting for placing before them the material and information that they wanted in connection with the examination of the estimates.

II

FILMS DIVISION, BOMBAY.

Introduction

4. During World War II, the then Government of India felt the necessity of utilising the film as a medium for carrying on war propaganda. An Advisory Board was accordingly set up in June, 1940 to advise Government on the production of films. The Advisory Board had its headquarters at Bombay and consisted of representatives of the film producers—both Indian and foreign. The Board undertook the production of shorts and also dubbing in Indian languages the shorts received from the British Ministry of Information and other foreign countries. Government subsequently realised that a full-fledged organisation could give a better tempo to the war propaganda done through the medium of films. The Film Advisory Board was accordingly dissolved and a new organisation called the Information Films of India was set up in February, 1943. The I.F.I. was entrusted with the production of documentaries on subjects selected by the late Department of Information and Broadcasting in five languages, *viz.* English, Hindustani, Bengali, Tamil and Telugu. The Information Films of India was, however, closed in May 1946 as a result of a cut motion passed by the Central Legislative Assembly. During the period of about three years the I.F.I. had produced 104 shorts, some of which were exhibited abroad.

5. After the closure of the Information Films of India in 1946 a commercial firm known as Patel India continued the production and distribution of newsreels for nine months. This firm was producing newsreels of the length of 600 ft. against the usual 1,000 ft. Despite a virtual monopoly of all-India coverage and reduced footage, the Company reported that they were incurring a loss of about Rs. 20,000 a month. The losses were so heavy that the firm had to discontinue production in January, 1947. With the attainment of independence there was a change in the policy of Government. Conscious of the utility of the film as a medium for education, Government set up the Films Division in 1948 and the actual work of production of newsreels and documentaries started in the latter half of 1948.

Organisation and Functions

6. The functions of the Films Division may be classified into the following three broad categories :—

(i) Production of Documentaries and Newsreels.

(ii) Commercial and non-commercial distribution of documentaries and newsreels.

(iii) Publicity.

The Division produces between 30 and 40 documentary films a year in 35 mm. having an average length of 1,000 ft. These are produced in five languages, *viz.*, English, Hindi, Bengali, Tamil and Telugu

and cover a variety of subjects. The newsreels which are also produced in five languages have a length of about 1,000 ft. and cover contemporary events of national and international importance. The number of newsreels produced in a year is 52, *i.e.* one every week.

7. The second important function of the Division is the commercial and non-commercial distribution of the documentaries and newsreels. There are over 3,000 cinema houses in the country and the films are exhibited in turn in all these cinema houses. It is mandatory on the cinema houses to exhibit approved films at each show. A rental is charged by the Films Division from the exhibitors for the supply of approved films to them. The rental is calculated at rates varying from 1 to 2 per cent. of the gross collection of the cinema houses and ranges between Rs. 5 and Rs. 150 a week. The revenue derived as rentals from the cinema houses during 1952-53 was Rs. 31,73,563. Apart from the production of films for commercial distribution in India, the Films Division also undertakes the production of films for exhibition abroad. During 1952-53, 65 newsreels approved by the Ministry of External Affairs were released in America. Under existing arrangements newsreels and documentaries are exhibited in the U.K., France and in the U.S.A. on the television circuits. Royalties are received from distributors for commercial exhibition of films in overseas countries. The revenue derived from royalties was Rs. 7,750 during 1952-53. The Committee are glad to note that the documentaries that have been exhibited abroad have been well received and many of them appreciated. Documentaries are also supplied to the Ministries of Defence and Education for educational purposes.

8. The third major function of the Films Division is publicity. The Division has to maintain contact with the Press and the public with a view to giving advance publicity for the documentaries and newsreels produced by the Division.

9. The Films Division consists of the following sections :—

(i) Documentary Section (13 Gazetted Officers and 38 non-gazetted staff).

(ii) Newsreels Section (8 Gazetted Officers and 16 non-gazetted staff).

(iii) Publicity Section (1 Gazetted and 3 non-gazetted staff).

(iv) Distribution Head Office (2 Gazetted and 27 non-gazetted staff).

(v) Administration and General Section (4 Gazetted Officers and 68 non-gazetted staff).

(vi) Administrative Intelligence Room. [Staff included under item (v) above].

(vii) Distribution Branch Offices at—

(a) Bombay (1 Gazetted Officer and 16 non-gazetted staff).

(b) Lucknow (1 Gazetted Officer and 15 non-gazetted staff).

(c) Nagpur (1 Gazetted Officer and 15 non-gazetted staff).

(d) Calcutta (1 Gazetted Officer and 16 non-gazetted staff).

(e) Madras (1 Gazetted Officer and 18 non-gazetted staff).

The Documentary and Newsreels Sections are responsible for the production of documentaries and newsreels and all ancillary work relating thereto, *viz.*, script-writing, shooting, processing, editing, recording of music, commentary and special effects. Processing is done at outside laboratories and, for other stages, the Films Division has 13 Sections on the documentary side, *viz.*, studio, camera, editing, recording, music, commentary, projection, laboratory, research, maintenance, transport, library and office. The Sections other than studio, camera, editing and research are common to two or more units. The Branch Offices are responsible for the regular weekly supply of copies to and the collection of rentals from the exhibitors in their respective areas, maintenance of individual accounts for each of the exhibitors and supply of prints for non-commercial exhibition. The work in the branch offices is supervised by the Distribution Section in the Films Division. The Publicity Section is responsible for keeping public relations and gives advance publicity for documentaries and newsreels by contacting the Press and the public.

Budget Estimates

10. The figures of actual expenditure on the Films Division during 1950-51, 1951-52, 1952-53; the Revised Estimates for 1953-54 and the Budget Estimates for 1954-55 are given below :—

Actuals			Revised Estimates	Budget Estimates
1950-51	1951-52	1952-53	1953-54	1954-55
Rs.	Rs.	Rs.	Rs.	Rs.
32,36,800	34,85,908	37,76,770	43,03,000*	51,25,400†

The Committee note that the increase in the Budget Estimates for the year 1954-55 as compared with the Revised Estimates for the year 1953-54 is mainly due to the expenditure anticipated on the Integrated Publicity Programme in connection with the Five Year Plan. Against an actual expenditure of Rs. 37,76,770 in 1952-53 and a revised estimate of Rs. 43,03,000 during 1953-54 the Films Division earned a revenue to the extent of Rs. 37,18,078 during 1952-53 and Rs. 33,67,492 during 1953-54. The principal items of revenue are :—

	1952-53	*1953-54*
	Rs.	Rs.
Rental derived from cinema exhibitors	31,73,563	32,55,244
Sale of old stores and materials	53,275	6,198
Recoveries from State Governments	87,947	1,06,050

* Includes Rs. 5,89,500 for the Integrated Publicity Programme.

† Includes Rs. 15,60,400 for the Integrated Publicity Programme.

Question of self-sufficiency

11. The Committee are of the opinion that the Films Division should be organised on a commercial basis and as far as possible be made self-supporting. In this connection the representative of the Ministry informed the Committee that two years ago it had been suggested to the Cabinet that the Films Division should be closed down and that the industry should be encouraged to take up the production of newsreels and documentaries. The Cabinet, however, decided that the Films Division should not be closed down but progressive economies should be effected so that it could be made self-sufficient within a period of three years. At the time the Cabinet made the decision the annual expenditure of the Films Division was estimated at Rs. 36,36,000 and the revenue at Rs. 23,00,000. Since then an economy of Rs. 4,66,000 has been effected in the budget of the Films Division by reorganisation of staff (Rs. 75,000), reduction in the number of documentaries (Rs. 1,84,000), reduction in provision for release copies of films (Rs. 1,20,000), sharing with State Governments the cost of production of some films (Rs. 45,000) and reduction in provision for rent of accommodation (Rs. 42,000). In a written statement furnished to the Committee, the Ministry of Information and Broadcasting stated :

> "There is little scope for any further increase in income. Some increase may be effected from non-commercial distribution abroad, but this is not likely to be large and the protests from commercial exhibitors in India against the charging of rentals may have to be met to some extent by a reduction in the rates. On the other hand, the scope of the Films Division's production and distribution sections has to be enlarged if the Division is to fulfil the object for which it has been set up".

12. Irrespective of the question of increasing the revenue of the Division, the Committee are of the opinion that there is considerable scope for reduction in expenditure so that the Division can not only be fully self-supporting but be a source of revenue to Government. Some of the principal heads under which economy can be effected are described in the following paragraphs.

Production of documentaries by the trade

13. The measures adopted by Government to encourage production of documentary films by private producers are—

(i) assignment of selected subjects from the production programme of the Films Division to private producers for production of films on contract ; and

(ii) purchase of ready-made films from the producers.

The number of documentaries given to the trade for production varies from year to year. Such subjects are given to the trade as do not entail much travelling and where their locale is also confined to one place.

14. The Committee were informed that film producers of established reputation declined to take up the work because they considered it to be unremunerative and in fact the impression that the

Committee gathered from the evidence tendered by the representatives of the Ministry was that the trade was not at all interested in the production of documentary films.

15. The Committee are of the opinion that the production of documentaries is an activity, a portion of which may be progressively entrusted to the trade. To the extent the work is taken up by private producers, there should be proportionate reduction in the expenditure of Government. One reason for the fear of the trade to this line of activity appears to be the low rates offered. The average cost of the films produced by the Films Division is Rs. 22 per foot whereas the rate of payment to private producers varies from Rs. 10 to Rs. 18 per foot.

16. In order that private producers may be induced to take up the production of documentaries, better terms should be offered to them and they should be provided with requisite facilities in the initial stages. Once the medium has been popularised there should not be any lack of enthusiasm on the part of private producers.

Views of film producers on the production of documentaries by the trade

17. It would be relevant to quote in this connection the views expressed by two well known film producers of India—Shri V. Shantaram of Bombay and Shri V. Nagiah of Madras—on the possibilities of production of documentaries by the trade. In a letter dated the 31st December, 1953, addressed to the Chairman, Estimates Committee, Shri Nagiah has stated :

> "It is quite possible for private producers to take up the production of newsreels and documentaries. The estimated cost of such production depends upon the required subject of the Government to be filmitised ; at any rate the cost will not exceed Rs. 15 a foot (including processing) up to one copy—whatever may be the nature of the subject."

Shri Shantaram of Raj Kamal Kala Mandir Ltd., Bombay, is of opinion that private producers can produce newsreels and documentaries. In his letter dated the 18th December, 1953 addressed to the Committee he has written :

> "It is definitely possible for private producers to take up the production of newsreels and documentaries, as at present being done by the Films Division, Bombay. As for the estimated cost of production of such newsreels and documentaries, I wish to mention that it will depend upon the quantity of such productions, for, as the number of productions increase there is every chance of bringing down the cost."

18. The Committee had the advantage of witnessing a few documentary films produced by the trade. These were of a good standard and the Committee were informed that the average cost of a 16 mm. Black and White documentary would be about Rs. 14 per foot. The Committee understand that the cost of converting a documentary of 16 mm. into one of 35 mm. will not be appreciable. Viewed against

this and the written testimony of two of the well-known producers, the statement of the Ministry that the production of documentaries by the trade is not feasible, is not convincing. The Committee desire that effective steps may now be taken to induce the trade to take to this line of activity.

Procedure for the allotment of production of documentary films

19. The procedure for the allotment of production of documentary films to the trade as followed by the Ministry is both cumbrous and dilatory. The procedure at present followed is that after the production programme of the Films Division is drawn up, applications are invited from private producers by advertisement in newspapers. On receipt of applications a panel of suitable producers is drawn up by the Ministry of Information and Broadcasting in consultation with the Ministry of Finance. After the panel is drawn up quotations are called for from the producers included in the panel in respect of production of documentary films on the subjects selected from the approved production programme of the Films Division for the year. Quotations when received are examined by a Committee consisting of the Chief Producer (Documentaries) and representatives of the Ministries of Information and Broadcasting and Finance, and producers to whom contracts for production of films are to be given are selected. Offers are then issued to the selected producers for acceptance and the Chief Producer (Documentaries) is asked to enter into a regular contract with them.

20. The Committee consider that a simplified procedure on the following lines may be adopted with suitable modifications regarding details. The production programme of the Films Division should be drawn up as at present by the Ministry in consultation with other Ministries of the Central Government and the State Governments. In the case of such of the items as have to be continued as a series, the programme may be drawn up for a period of more than one year upto a maximum of three years. After the programme is drawn up, quotations may be called for from approved producers. Instead of constituting an *ad hoc* panel of producers every time a list of approved producers may be maintained by the Ministry and this list may be revised periodically so as to include newcomers in the field and also to remove the names of those who have deteriorated in their standards or have gone out of business. From among the approved producers who have tendered quotations, the producer whose tender is lowest may be accepted provided that in cases where the lowest tender is not accepted, reasons therefor are recorded in writing. As regards entrusting more than one documentary to a producer at the same time, the Committee are of the opinion that there should ordinarily be no objection to this provided that the producer is capable of producing more than one documentary simultaneously within the specified time without impairing the quality, and if the cost of production would be lessened thereby, and furthermore if it is ensured that other equally competent producers are not deprived of the opportunity of producing the films.

Increase in the number of newsreels

21. Originally the number of documentaries released by the Films Division was 52 per annum out of which 16 were purchased from

private producers. In 1950-51, as a measure of economy, the total number was reduced from 52 to 42 and the number purchased from the trade was reduced to 12 films. The Committee were given to understand that the Division had been asked to prepare 60 documentaries during the year 1953-54 including the films in connection with the Integrated Publicity Programme. The Division is now making 52 newsreels in a year for internal circulation, *i.e.* one in a week. The Committee consider that the number of copies of each newsreel at present printed should be increased. Such an increase in the number of prints of newsreels will be advantageous from both the distribution and publicity points of view as it would enable a large number of cinema houses to exhibit them over a wider area at a time and reduce the belated exhibition of old reels. In order that the newsreels have the desired effect, the Committee feel that the time lag between the occurrence of the event and the exhibition of the corresponding newsreel should be reduced.

Quality production

22. A concentrated effort should be made to tone up the quality of the documentaries so that due recognition is received not only in this country but also in foreign countries. For the selection of subjects for documentaries there is an inter-Ministerial Committee which meets every year in April-May and decides the subjects. The Ministries of the Government of India can make suggestions freely but the final selection is made by the Committee on the advice of the Chief Producer of Documentaries (Films Division), Bombay. Since the film constitutes the most effective medium of publicity, it is desirable that subjects truly representative of the culture and progress of the country are chosen. The Committee recommend the setting up of an Advisory Board consisting of non-officials which should meet once a year and select subjects for documentaries.

Selection of subjects for documentaries and newsreels

23. The Committee have observed that at present considerable importance is being given to subjects of archaeological interest or themes depicting India's ancient glory. As there is no dearth of material to describe the country's progress in the fields of art and industry, the Committee recommend that while selecting subjects for documentaries due consideration should be given to achievements in these fields.

24. The Committee consider that greater attention should be given to the selection of topics for the newsreels than is at present being done so as to ensure that topics of popular appeal are not overlooked. Attempts should be made to popularise the culture, literature, art etc. peculiar to a region of India in other parts of the country and emphasis should be laid on items which tend to consolidate and promote national unity and culture. The Committee feel that among matters which should find a place in newsreels, the following should be some of the items :—

(i) Social, cultural and literary gatherings, *mushairas, melas,* etc. ;

(ii) celebration of birthdays of great religious saints, heroes, etc. with a view to emphasising religious tolerance and

to bring about amity and tolerance between different religious faiths in the country existing side by side ; and

(iii) removal of untouchability and other social disabilities and uplift of villagers and backward classes.

To facilitate the selection of popular subjects for newsreels, the Committee suggest that there should be Regional Advisory Committees in important centres like Bombay, Madras, Calcutta, Delhi, Nagpur etc. and also in places where there are agencies of the Films Division. These Committees should be compact and consist of one representative each of the Press and the film producers, a Publicity Officer of the State and one or two important persons drawn from the public. The news items should not be merely of local importance but of all-India importance though produced locally. The advice of these Regional Advisory Committees may be sought in regard to the newsreels and documentaries, provided that it should always be open to the Films Division to take final decisions.

Sharing the cost of production with State Governments

25. The production of documentary films in conjunction with State Governments is comparatively a recent venture. Any scheme designed to foster closer relations and co-operation between the Centre and the States has much to commend it. The Committee were informed that during 1952-53 only three films were produced by the Films Division in conjunction with State Governments. The participating States were Madhya Bharat and Mysore. The cost of production was shared between the Centre and the States concerned on the following basis :

Madhya Bharat	..	Rs. 10,000 by the State. Rs. 8,772 plus overhead charges of Rs. 11,656 by the Centre.
Mysore	..	Rs. 12,372 by Mysore. Rs. 12,372 by Centre.

During 1953-54 the Films Division was to produce films for Bombay, Madhya Pradesh and Orissa and the cost of production shared between the Centre and the States on a 50 : 50 basis.

Co-ordination with the State Governments in the production of documentaries

26. The Committee consider that in the matter of production of documentaries, the cooperation of the State Governments should be sought on an extensive scale and they should be persuaded to share the cost with the Central Government. If the States are approached with concrete proposals and their co-operation is sought, there will not be any lack of good documentaries showing a cross-section of the country and its all-embracing culture and progress. By sharing the cost with State Governments the Films Division will be able to reduce its overall expenditure on the production of documentaries. Wherever there are agencies in the States for producing newsreels or documentaries, the Central Films Division may try and utilise their services and work, as far as possible, in co-ordination with them.

Realisation of cost of films supplied to the Ministries

27. At present the Ministry of Information and Broadcasting produces all films initially for internal consumption. The Ministry of External Affairs obtains the required number of films for publicity abroad from the Ministry of Information and Broadcasting. The Committee understand that besides the Ministry of External Affairs, films are also supplied to the Ministries of Defence and Education free of cost for publicity purposes. The Committee recommend that the Ministry of Information and Broadcasting should henceforth charge the Ministries the cost of films supplied to them. The basis of this cost may be worked out in consultation with the Ministry of Finance.

Shooting margin

28. The Committee were informed by the representative of the Ministry that for producing each documentary of 1,000 ft. a shooting margin of 4,000 ft. was allowed and for each newsreel a shooting margin of 5,000 ft. was allowed for every 1,000 ft. prepared. Without the relevant data the Committee are not in a position to state whether the shooting margins involved in production are justified or not. The Committee would, however, urge that increasing efforts should be made to cut down wastages in all stages of production and the efficiency of the cameraman should be judged not only by the quality of work executed but also by the extent of raw film utilised.

Reduction in staff

29. In accordance with the directive of the Cabinet, the Ministry of Information and Broadcasting has effected a saving of Rs. 75,000 during 1951-52 by reduction of staff. The saving effected is, however, illusory inasmuch as four new posts were created by the Ministry during 1951-52 and one of the posts carried a salary of Rs. 720 per mensem. In view of their recommendation that the possibility should be explored for providing greater opportunities to the private trade for the production of documentaries and for obtaining greater co-operation of the States, the Committee expect that progressive reduction in the staff and economy will be possible.

Location of the Headquarters Office

30. The Headquarters Office of the Films Division is located at Bombay and Government have to pay a rent of Rs. 1,750 per month for the office buildings on Pedder Road. The question of shifting the office to some other cheaper building in the suburbs of Bombay may be explored.

Commercial Accounting

31. The accounts of the Films Division which handles over 40 lakhs of rupees per annum are not maintained on commercial lines. No figures are available with regard to the capital at charge and the depreciation year by year and no balance sheets are prepared showing profit and loss account. In the course of the examination of the estimates of the Films Division the Committee were informed by the representative of the Ministry of Information and Broadcasting that an oral suggestion was made to the Ministry of Finance

that the Films Division should be organised as a commercial division but the Ministry of Finance was not agreeable to it. The Committee regret to note that the question of commercial accounting in the Films Division has been dealt with perfunctorily by the Ministry of Information and Broadcasting and that in such an important matter negotiations with the Ministry of Finance were carried on merely by verbal discussions. The Committee disapprove of the manner in which the accounts of the Division are maintained and the sanctioned posts of Accountants are kept unfilled, and recommend that commercial accounting should be introduced in the Films Division without any further delay.

Loss in the Films Division

32. During the course of examination, the Committee came to know that the Films Division had not conducted any physical verification of stocks held by it. Apart from the non-maintenance of accounts on a commercial basis, the Committee gathered that there was a loss of about Rs. 10,000 on account of misappropriation by a gazetted officer of the Films Division. An investigation in the matter was conducted by a senior officer of the Ministry of Information and Broadcasting and a report was stated to have been made. The Committee regret to note that there has been considerable delay in taking action against the defaulting officer and urge that the proceedings should be expedited.

Films for children

33. The Committee learn that at present no efforts are being made by either Government or the trade to produce films for the benefit of children. The Committee recommend that the Ministry of Information and Broadcasting should take up the production of suitable films for children. If necessary, the trade also may be approached in this connection.

III

PRESS INFORMATION BUREAU

Functions

34. The main function of the Press Information Bureau is to ensure that the policies and activities of the Government of India are properly interpreted and that timely intimation of all important matters connected thereto are conveyed to the public through the Press. Thus the Bureau meets the requirements of the Press for such material, and at the same time makes use of it to promote a better understanding amongst the people, of the nature of the country's problems and of Government's efforts to solve them. Inasmuch as the Bureau caters to the foreign Press also, its efforts are directed to see that as far as possible only factually correct information about the events here is disseminated in foreign countries. The Bureau also supplies such photographs as the Press may find useful while publishing the material supplied by the Bureau.

35. The Bureau also handles publicity for International Conferences held in India. Information is also supplied to the Ministry of External Affairs for distribution abroad, to the State Governments, Foreign Diplomatic Missions in India, U. N. Organisations and a number of semi-official organisations.

36. In addition to this main function, the Bureau discharges certain additional minor functions such as, analysis and examination of Press reactions to the policies and activities of the Government, supplying the results of such a study to the Ministries concerned etc. Moreover, the Bureau also renders help to foreign correspondents in India by providing various facilities for them during their stay in this country. Special facilities are also given by the Bureau to important personages of the journalistic profession like Editors of prominent newspapers of foreign countries during their visits to India by giving them information of the places they should visit, the things they should see and the persons whom they should meet etc., depending upon the subjects such visitors are interested in.

Organisational set-up

37. An organisational chart of the Bureau is given at Appendix II.

The Bureau is divided into 8 Sections, *viz.*—

(i) Departmental Publicity Section.
(ii) Newspaper and Analysis Section.
(iii) Photo Publicity Section.
(iv) Photo Studio.
(v) Establishment Section.
(vi) General Section.

(vii) Distribution Section, and
(viii) Receipt and Issue Section.

The first four of these Sections are the Service Sections and the rest, Administration Sections. A brief account of the work done in these Sections and the staff attached to them is given in Appendix III.

38. The expenditure incurred during the years 1950-51, 1951-52 and 1952-53 and the Revised Estimates for the year 1953-54 of the Bureau are given below :

	Actual expenditure for 1950-51	Actual expenditure for 1951-52	Actual expenditure for 1952-53	Revised Estimates for 1953-54
	Rs.	Rs.	Rs.	Rs.
C-1 Pay of Officers .	3,99,244	4,31,759	4,83,573	5,54,100
C-2 Pay of Establishment. . . .	5,09,896	4,84,056	4,80,528	5,31,400
C-3 Allowances Honoraria, etc. . .	3,96,771	4,02,050	4,27,743	4,68,100
C-4 Other Charges .	1,91,070	2,32,661	2,45,606	5,61,400
TOTAL . .	14,96,981	15,50,526	16,37,450	*21,15,000

39. The explanation of the Ministry regarding the variations between these figures for the various years has been given as follows :—

The Bureau was reorganised immediately after the war and a budget ceiling of Rs. 15 lakhs was fixed in 1946 for the post-war organisation of the Bureau to meet what was then visualised as the peace-time press publicity requirements of Government. Subsequently, publicity for and to the Armed Forces became a responsibility of the Information and Broadcasting Ministry, and a Defence Wing in the Press Information Bureau was set up for the day-to-day publicity for the Armed Forces. Additional commitments in respect of the Defence Wing as well as on account of the Central Pay Commission's scales and increase in cost of stores had thus been assumed by the Press Information Bureau.

As a measure of economy, a recurring saving of Rs. 1,61,000 was effected in the year 1949-50 by the abolition of the Regional Office of the Bureau at Lucknow and the discontinuance of the Bureau's three fortnightly journals, "Indian Information", "Bharatiya Samachar" and "Markazi Ittelaat". During the year 1950-51 further economies totalling Rs. 45,100 per year were effected by abolishing one of the three local deliveries for distribution of Press material to correspondents and newspapers in Delhi and by saving in certain items of contingent expenditure. Again, as a measure of economy, the Bureau was reorganised resulting in the reduction of its staff

*Includes Rs. 1,35,000 for expenditure in connection with the Integrated Publicity for the Five Year Plan.

and abolition of the Reference Section. Provision for photographic material was curtailed and language services were also reduced. A special Food and Agriculture Publicity Unit was set up for handling publicity for the Food and Agriculture Ministry through media other than the Press, *e.g.*, films, posters and pamphlets. A temporary office of the Bureau connected with headquarters by teleprinter was set up at Patna for three months in connection with the food situation in Bihar.

During 1952-53, the Bureau had to undertake additional services such as General Elections analysis work, publicity for the Five Year Plan and the Community Projects and publicity for Rashtrapati Bhavan, which accounted for an additional expenditure of Rs. 53,200. For closer contact between headquarters and the Madras Office and for simultaneous release of material from Madras in English and the Indian languages, a teleprinter circuit was set up between Madras and Bombay—the latter was already linked with headquarters.

Provision of Rs. 4,18,600 in the current year's budget grant under "Other Charges" includes Rs. 1,45,800 for supply of ebonoid blocks. The Bureau proposes to issue photographs in the form of ebonoid blocks, for the benefit especially of second-line newspapers which do not have block-making facilities.

40. Amongst the new proposals, besides that of providing information services in Telugu and Kannada languages, the issue of photographs in the form of ebonoid blocks and the revival of "Indian Information", and "Bharatiya Samachar" are the main items. A scheme for the supply of photographs on payment for non-publicity purposes has been recently introduced on an experimental basis.

Staff

41. The sanctioned strength of officers and staff of the Bureau as on the 1st October, 1953 is given in Appendix IV.

Departmental Publicity Section

42. The main function of the Bureau, *viz.*—that of supplying information about Government's activities and policies to the Press is discharged by the Departmental Publicity Section.

Grouping of Ministries for purposes of Departmental Publicity

43. For the purpose of departmental publicity, *i.e.*, internal publicity—external publicity, being a matter separately dealt with—the following grouping of Ministries is made, each group being under the charge of a Deputy Principal Information Officer :

(1) *External and Home Group*

External Affairs
Home
States
Law
Prime Minister's Secretariat
Cabinet Secretariat
Election Commission
Parliament.

(2) *Economic Group*

Food and Agriculture
Commerce and Industry
Production
Finance
Planning Commission.

(3) *Technical Group*

Irrigation and Power
Railways
Transport
Communications
Works, Housing and Supply.

(4) *Welfare Group*

Natural Resources and Scientific Research
Education
Health
Labour
Information and Broadcasting
Rehabilitation.

Defence Activities

44. The Bureau is also responsible for publicity for, and to the Armed Forces. For this purpose a separate Wing is located in the Ministry of Defence. In addition to the normal Press and Photographic services, the Defence Wing of the Bureau supervises the production of pamphlets and organises advertisements and poster campaigns in collaboration with the Advertising Consultant, and also assists in the production of newsreels and documentaries relating to the Armed Services. The organisation of the Wing is explained at Appendix V.

Unified outlook on Government Publicity

45. Each of the Deputy Principal Information Officers is assisted by a number of Information and Assistant Information Officers. While these officers are at present attached to groups of Ministries, except in some cases, the Committee have noticed a tendency for each Ministry to ask for Senior Information Officers exclusively for themselves. This position arises on account of a wrong perspective of the problems of publicity. It is not proper to view the problems of the Government as pertaining to a particular Ministry and to departmentalise them. It is essential that an unified outlook should always be maintained and every tendency to attach officers to Ministries exclusively should be discouraged. The Committee are convinced that if such an outlook is maintained, it should be possible for a number of posts of Information Officers to be retrenched. This would in fact also improve the efficiency of the work of the Department as a whole.

Issue of hand-outs and releases

46. The Committee are informed that though preparation of hand-outs and releases to the Press is mainly the function of the Ministry concerned, the Press Information Bureau issues them to the Press, after touching them up, wherever necessary. Alterations

in these hand-outs and releases at the instance of the Press Information Bureau are approved by the Ministry before they are released to the Press. Sometimes an Information Officer attends meetings of the Ministries and prepares a draft note on the decisions arrived at. This draft is got approved by the Ministry and later issued to the Press.

Re-distribution of work between Information and Assistant Information Officers

47. The Committee feel that the number of Information and Assistant Information Officers is somewhat excessive having regard to the quantum of work. The work of distribution of hand-outs can be done by a less number of staff in grades much lower than that of Information Officers. The Committee consider that this matter should, therefore, be examined carefully by the Ministry and a detailed procedure laid down as to the specific functions of the Information and Assistant Information Officers. The Committee are anxious that such well-paid Officers are effectively employed in keeping with the high salaries paid to them.

Branch Offices

48. The Press Information Bureau maintains four regional offices at Calcutta, Bombay, Madras and Jullundur mainly intended for publicity in the regional languages. The detailed working of these Branch Offices is given in Appendix VI. The Madras Office specializes in publicity in English and Tamil languages. But arrangements are now being finalised for starting a service in Telugu also. For publicity in Kannada, the Ministry propose to start a Sub-Office at Bangalore. The regional office at Jullundur is intended to cater to the requirements of the border areas and gives service in Urdu. That office also maintains liaison with the Kashmir Government on the one hand and with the Government of the Punjab on the other. The sanctioned post of the head of this Office is in the grade of a Deputy Principal Information Officer though that post is not being operated at present, the office being left for the time being in charge of an Information Officer. While the Committee are satisfied that there is a need, for the time being, for such a Branch Office, they do not, however, see the need for the Officer-in-Charge being of the rank of a Deputy Principal Information Officer. They consider that it would be sufficient if the Office is placed under the control of an Information Officer and that the post of D.P.I.O. which has been sanctioned therefor, and which is for the time being held in abeyance, should be finally abolished.

External Publicity

49. External publicity is an off-shoot of the publicity, public relations and counter-propaganda work which was carried on during World War II by the Ministry of Information and Broadcasting. After the 15th August, 1947, the need for expanding external publicity as a positive arm of the Government, shorn of its wartime limitations, was immediately recognised and publicity set-ups were created in most of our important Missions abroad, the control being, however, still retained by the Ministry of Information and Broadcasting. Subsequently, the work was transferred to the Ministry of

External Affairs in June, 1948, under the separate External Publicity Division.

50. Besides this headquarters organisation of the Government at New Delhi, there are publicity organisations in almost all the important countries abroad. The expenditure incurred on external publicity during the years 1950-51, 1951-52, and 1952-53 and the revised estimates for 1953-54 are as follows :—

Year	Actual expenditure
	Rs.
1950-51	30,25,840
1951-52	30,51,414*
1952-53	45,14,698
1953-54	71,77,935
	(Revised Estimates)

A statement of staff employed at headquarters and in various Missions abroad on 1st December, 1953 is given in Appendix VII.

51. The main function of this Division is to arrange publicity abroad for Government's activities and policies through the Information set-ups in the various Missions. Publicity directives on all important matters are issued from time to time by the headquarters organisation with a view to co-ordinating publicity with the needs of foreign policy. To give news and background information emphasising the Government of India's view-points, important external posts are provided with multiple-address broadcasts through the Overseas Communications Service daily. Foreign posts are supplied with illustrated feature articles for publicity in the foreign Press. Copies of Indian newspapers are supplied in bulk to important centres for distribution in foreign countries. In addition, special material is supplied on important occasions such as, Independence Day, etc., and for special India Supplements brought out by the foreign Press. Publicity through external broadcasts, films, newsreels and special pamphlets is also being carried on. Photographs and ebonoid blocks are also supplied for publication in the foreign Press.

52. The headquarters organisation has a number of Technical Officers and three main Sections. Their functions are detailed in the statement given in Appendix VIII.

53. The Committee were given to understand that a considerable amount of material required for external publicity was in fact being given by the Press Information Bureau in the first instance. There is, therefore, much duplication of work in this arrangement whereby the Press Information Bureau prepares the material initially and it is again worked upon by the External Publicity Division for distribution to foreign centres. Moreover, the Committee were informed that, by this arrangement, the Press Information Bureau found itself completely out of touch with reactions abroad to our publicity activities, and the Bureau became aware of any serious misrepresentation

*Does not include figures of expenditure in respect of I.S. Ankara, Buenos Aires, Kathmandu and Paris.

in the foreign Press rather belatedly, if at all. The Committee have not so far examined the External Affairs Ministry but they would suggest that both as a matter of economy and in the interests of efficiency, the question whether the external publicity work may be carried on by the same organisation that is concerned with the general publicity matters and that the Press Information Bureau may take over the responsibilities for external publicity also may be examined by the Government in all its aspects. The Committee think that in such an integrated set-up, besides the resultant co-ordination of work, there may be economy, the details of which could be worked out only if the scheme is accepted and put into operation.

Co-ordination with Publicity Departments of the State Governments

54. Various State Governments have Publicity Departments of their own, which are mainly concerned with publicising the activities of the State Government concerned. There is, however, no effective co-ordination between the Publicity Department of the State Governments and the Press Information Bureau except that occasionally hand-outs published by the various State Governments are sent to the Press Information Bureau and *vice versa*. Moreover, the Committee were given to understand that news regarding activities of the States and their problems reach the Bureau rather late, and frequently only after it has been broadcast by the All India Radio. The Committee consider that co-ordination between the various Organisations of the States and the Centre engaged in publicity work is essential so that duplication in the matter of gathering of news may be avoided and there may be earlier publicity by the Centre for the activities of the State Governments and *vice versa*. At present it would appear that due to this lack of co-ordination, the activities of State Governments do not find sufficient place in the news distributed by the Bureau to correspondents of the foreign Press.

55. With closer contact between the two, and with effective arrangements by the Press Information Bureau for receiving publicity material relating to States in the regional offices and conveying them to their headquarters through teleprinter and such other speedy methods, it should be possible to give sufficient and timely importance to the activities of State Governments also through the internal publicity of the Press Information Bureau. Considerable publicity to the Centre's activities should also be given through the Publicity Departments of the States. With such an arrangement whereby the Centre's publicity in the regional areas is taken over by the State, the difficulties experienced by the Bureau in issuing their material in the regional languages could also be considerably overcome.

Newspaper and Analysis Section

Press cutting and Press analysis services

56. The services of the Bureau extend to about 2,200 newspapers at present. But there is no regular procedure for analysing to what extent the services which are rendered free of cost by the Bureau to these newspapers, are actually being utilised by them and whether there has been any misuse of the facilities given to the papers.

57. The Bureau subscribes to 285 newspapers (both foreign and Indian) spending the following amounts annually on that account:

Indian newspapers (in all languages)	.. Rs. 24,200
Foreign newspapers	... Rs. 5,316

It appears that though the services rendered to the various newspapers is done free of cost, no return thereof in the shape of, for example, complimentary copies of the newspapers, is received in the Bureau. The Committee are of the view that it should not be difficult for the various newspapers to supply free copies of their issues to the Press Information Bureau and that to this extent there should be a considerable reduction in the expenditure of the Bureau.

58. The examination of the reports and comments in the English newspapers subscribed by the Bureau is undertaken to some extent in the Press Analysis Section. A statement giving the number of papers examined and cuttings supplied to Ministries etc., is given in Appendix IX. Items of interest are clipped from these papers and supplied to the Ministries and Attached and Subordinate Offices. Copies are also filed and an index maintained in the Analysis Section of the Bureau. The press releases by foreign Embassies are also similarly studied. The Committee consider that this examination through clippings etc., should be extended to Indian language newspapers also.

59. The Committee also consider that as at present worked, the clippings service does not provide sufficient indication to the Bureau of the extent to which the 2,200 newspapers utilise the services of the Bureau, and recommend that periodical sample surveys should be carried out for this purpose.

Publications

60. Formerly the Bureau used to publish three fortnightly magazines *viz.*, "Indian Information" in English, "Bharatiya Samachar" in Hindi and "Markazi Ittelaat" in Urdu carrying articles dealing with the current Government activities. As a measure of economy the publication of these magazines was discontinued with effect from 1949-50 and considerable savings in expenditure were thereby effected in the budget of the Bureau as well as that of the Controller of Printing and Stationery. The Committee were, however, informed that the Bureau intended to revive these journals as it was felt that they would be useful for reference purposes inasmuch as all policy statements of the Government would be reproduced in them. The Committee feel that, before reviving these journals the possibility of utilising the existing journals (brought out by the Publications Division) for this purpose by the addition of suitable appendices containing authentic versions of such policy statements, should be examined.

Photo Publicity Section and Photo Studio

61. The Bureau supplies photographs of events and matters relating to the activities of Government etc., to the Press and to International News Photo Agencies. These are available also to Press representatives, both Indian and foreign, who may require them for illustrating their articles on India. A Studio is maintained for this purpose and a Photographic Library is also attached to the

Bureau in which a large number of photographs are kept in stock. A statement showing the number of prints distributed, assignments covered etc., is given in Appendix X.

Centralisation of the various Offices under the Ministry

62. The Committee have observed, while dealing with the Publications Division, that various sections rendering similar service, such as the Photo Studio, Library etc., are attached separately to each of the Divisions of the Ministry. The Committee have also commented on the need for amalgamating these sections so as to avoid duplication of work. The Committee are given to understand that one of the main difficulties in this connection is that of accommodation and that the various offices of the Bureau and other Branches of the Ministry are spread out in various buildings in Delhi and outside. The Publications Division is located in the Old Secretariat, Delhi, the Press Information Bureau is accommodated in hutments near the Central Secretariat, the A.I.R. has its own buildings, the Office of the Advertising Consultant is at Simla and the Films Division is situated at Bombay. It has been stated by the Ministry themselves that if the Photographic Studios of the Publications Division and the Press Information Bureau could be located in the same building, there would be considerable reduction in expenditure on equipments etc. and that a saving of about Rs. 39,000 per annum could be effected thereby. They have also submitted that if the Advertising Consultant's Branch is shifted to Delhi, there would be a saving of about Rs. 25,000 per annum on Simla Allowances, hot and cold weather charges, travelling expenses from Simla to Delhi, trunk calls etc. The Committee are also given to understand that a further reduction of about Rs. 15,000 per annum could also be effected by amalgamating the Art Section of the Publications Division with that of the Advertising Consultant's Branch on the latter moving to Delhi. The Committee consider that the necessary accommodation should be provided to the Ministry of Information and Broadcasting for effecting these economies at an early date.

Economy in Staff

63. Except to the extent of the general suggestion in regard to the possibilities of effecting economy on staff matters, such as the reduction in the number of Information and Assistant Information Officers etc., the Committee have not examined in detail the further savings possible by economies in the lower grade posts as it is understood that the Ministries of Finance and Home Affairs are already examining the administrative set-up of the Bureau. The Committee have noticed that a very large number of clerical and secretarial staff are employed in the technical Sections of the Bureau, *viz.*, Departmental Publicity Section, Photographic Units, and Newspaper and Analysis Section. The Committee do not see the need for such a large number of Clerks, Assistants etc., in the Bureau which is mainly concerned with publicity matters which are essentially of a technical nature. The Committee were informed that the strength of the staff in these Sections has been determined on the basis of the instructions laid down by the Ministry of Home Affairs. The Committee are, however, of the view that these instructions are intended merely to restrict the maximum number and do not necessarily require that the full maximum should be employed if the nature of work is such that a less number of staff could be employed for the same purpose.

The Committee consider, therefore, that a review of the staff position in these Sections should be made on these lines and economy effected wherever possible. In this connection, also, the Committee have noticed an item of minor nature on which some economy is possible. There are at present 2 Reporters employed in the Bureau, whose normal duties are that of Stenographers to the Officers, but who on occasions have to report the proceedings of the Press Conferences. The Committee consider that this is more properly the function of high speed Stenographers and consider that the two posts of the Reporters which are on the scale of Rs. 450—25—500—30—710 could with economy be replaced by those of two Stenographers on the grade of Rs. 80—220.

Recruitment of Information and Assistant Information Officers

64. In regard to the recruitment of Information and Assistant Information Officers, the Committee learn that both categories of staff are recruited directly on contract basis through the Union Public Service Commission and that the minimum experience required for recruitment in these two categories does not vary considerably. The Committee think that in these circumstances, a certain number of posts of Information Officers should be reserved for being filled by promotion of Assistant Information Officers also. They consider, in fact, that a Cadre of Information Service should be formed laying down definite rules for such recruitment, promotion etc. Such a cadre should also be interlinked with the cadres of other Officers in the Ministry so as to give an opportunity to all the Officers to work on the various Divisions. This would also add to the efficiency of the Ministry as a whole as the various activities of the Ministry could be carried out in a coordinated and uniform manner.

IV

PUBLICATIONS DIVISION

Introduction

65. In January, 1941, an organisation was set up in the Bureau of Public Information (now designated Press Information Bureau) for carrying on war propaganda. This was the nucleus around which has grown the present Publications Division, as an independent Attached Office of the Ministry of Information and Broadcasting. The Publications Division has undergone a number of changes both as regards control and functions. In 1941 it was placed under the control of the External Affairs Department and named 'Foreign Publicity Office'. Subsequently in October, 1944, it was transferred to the control of the Department of Information and Broadcasting. It was in January, 1945, that the organisation assumed the name of the Publications Division of the Ministry and undertook responsibility for the publication and distribution of the Government's entire publicity material intended for home and abroad. In September, 1945, the Pamphlets Section of the Organisation was also transferred from the Bureau of Public Information to the control of the Publications Division.

Organisation and staff

66. The Division is comprised of 9 branches. The strength of Officers and staff in these branches is as follows:

Gazetted:

1 Director	..	(Rs. 1,600—100—1,800)
1 Deputy Director	..	(Rs. 1,000—50—1,300)
1 Administrative Officer	..	(Rs. 530—30—800)
3 Editors (Pamphlets)	..	(Rs. 720—40—1,000)
1 Editor (English Magazines)	..	(Rs. 720—40—1,000)
1 Editor (Hindi)	..	(Rs. 720—40—1,000)
1 Editor (Urdu)	..	(Rs. 720—40—1,000)
1 Photographic Officer	..	(Rs. 720—40—1,000)
1 Business Manager	..	(Rs. 720—40—1,000)
4 Assistant Editors (Pamphlets)		(Rs. 350—25—500—30—620)
1 Assistant Editor (English Magazines)	..	(Rs. 350—25—500—30—620)
1 Assistant Business Manager	..	(Rs. 350—25—500—30—650)
4 Assistant Editors (Hindi)	..	(Rs. 350—25—500—30—620)
1 Assistant Editor (Urdu)	..	(Rs. 350—25—500—30—620)
2 Photographers	..	(Rs. 350—25—500—30—620)
1 Section Officer (Grade III)	..	(Rs. 325—25—500)
1 Editor	..	(Rs. 600—40—800)
1 Assistant Editor (Pamphlets)		(Rs. 350—25—500—30—620)
1 Assistant Editor (Kashmir)	..	(Rs. 350—25—500—30—620)

8

Non-gazetted :

1	Superintendent	.. (Rs. 400—20—500)
3	Assistants-in-Charge	.. (Rs. 160—10—300—EB—15—450 plus Rs. 40/- S.P.)
15	Assistants	(Rs. 160—10—300—EB—15—450)
2	Upper Division Clerks	(Rs. 80—5—120—EB—8—200—10/2—220)
37	Lower Division Clerks	.. (Rs. 55—3—85—EB—4—125—5—130)
1	Accountant	.. (Rs. 200—15—380—20—500)
1	Senior Addressograph Operator	... (Rs. 60—5/2—75)
1	Junior Addressograph Operator	.. (Rs. 40—1—50—2—60)
1	Carpenter	.. (Rs. 40—2—60)
1	Photographic Finisher	.. (Rs. 120—10—200)
2	Bromide Printers	.. (Rs. 90—5—120)
3	Steno-typists	.. (Rs. 55—3—85—EB—4—125—5—130 plus Rs. 20/- S.P.)
15	Stenographers	.. (Rs. 160—10—300)
2	Sub-Editors (Hindi)	.. (Rs. 250—10—330)
2	Artists	.. (Rs. 350—25—500—30—620)
1	Layout Artist	.. (Rs. 350—25—500—30—620)
1	Photographic Assistant	.. (Rs. 200—10—300)
2	Production Assistants	.. (Rs. 160—10—300)
2	Reference Assistants	.. (Rs. 250—10—300)
2	Library Assistants	.. (Rs. 160—10—350, one with S.P. of Rs. 40/-)
4	Hindi Typists-*cum*-clerks	.. (Rs. 55—3—85—EB—4—125—5—130)
2	Urdu Typists-*cum*-clerks	(Rs. 55—3—85—EB—4—125—5—130)
1	Staff Car Driver	.. (Rs. 60—5/2—75)
102		
80	Class IV staff	.. (Rs. 30—1—35).

Functions of the Publications Division

67. The main function of the Division is the production, distribution and sale of pamphlets, books and journals dealing with matters of national importance, with a view to providing to the general public at home and abroad authentic information about the country.

68. The Division also advises the various Ministries and other offices of the Government on matters relating to the production of publications and the arrangement of matter therein. Recently the Division has been charged with the publication work for the Five Year Plan under the Integrated Publicity Scheme, the estimated cost of which is Rs. 20·5 lakhs spread over three years.

Publications of the Division

69. The publications brought out by the Division may be divided into three categories :

(i) Pamphlets and leaflets,

(ii) Periodicals, and

(iii) Books.

70. A minimum of four pamphlets a month in English and Hindi are issued by the Division on various aspects of Governmental activities. A number of pamphlets are also brought out for external publicity purposes. The periodicals produced in the Division for internal publicity, which is its main concern, include two monthlies in Hindi, *viz.*, "Ajkal" and "Bal Bharati" (the latter intended for children), and two monthlies in English, *viz.*, "Kashmir" and "Kurukshetra" the former on matters pertaining to Kashmir and the latter relating to the Community Projects Administration. The other periodical publications are the quarterly journals "A.I.R. Selections" (English) and "Parasarika" (Hindi) containing important talks broadcast over the A.I.R.

71. For external publicity, the periodical "March of India" is issued bimonthly and contains articles on cultural, social and economic developments in the country. This and the relevant pamphlets listed in Appendix XI cover the bulk of the External Affairs and the Transport Ministries' requirements of such literature.

"India"—a Reference Annual, is also brought out by this Division.

72. A list of the books which the Division has published so far is given in Appendix XII. Such books are produced on an *ad hoc* basis on the recommendation of the various Ministries.

Expenditure—Actual and Estimated

73. The expenditure incurred during the last four years and that estimated for the current year is as shown below:

Year		Rs.
1950-51 Actual Expenditure	...	14,63,978
1951-52 Actual Expenditure	...	11,56,679
1952-53 Actual Expenditure	...	10,64,048
1953-54 Revised Estimates		10,23,509*
1954-55 Budget Estimates		12,55,000†

A Central Publishing House

74. The Committee were given to understand that from the year 1951-52 onwards, there had been a gradual increase in the number of publications issued by other Ministries and that in fact, the Publications Division has gradually ceased to be the "Central Publishing House" for all the Ministries of the Government. The Committee are of the view that the existence of a "Central Publishing House" for the Government has many advantages, in that besides concentrating at one place the work relating to the preparation, printing and

* Includes Rs. 1,35,535 for Integrated Publicity Programme.

† Includes Rs. 3,60,000 for Integrated Publicity Programme.

distribution of publications, it also enables the Central authorities to see that a uniform policy is adopted in publicity matters. Thus duplication is avoided, expenditure is kept to the minimum and technical advice as to the lay-out, presentation of matter and photographic arrangement is common and uniform. The Committee note, that it would not be possible for such a "Central Publishing House" to produce publications on technical matters such as those relating to research journals issued by the I.C.A.R., the Council of Scientific and Industrial Research, the Forest Research Institute and such other bodies. With the exception of such technical material, the production of all other publications should, in the view of the Committee, be concentrated in the Publications Division as a "Central Publishing House" of the Government, and that the position which has developed in recent years, of the various Ministries issuing their own publications on non-technical matters should cease.

Income from sales and advertisements

75. The Publications Division realises a certain amount of income from the sale of journals and pamphlets and from advertisements. The income on this account during the last four years is as follows:

1950-51	1951-52	1952-53	1953-54	
Rs.	Rs.	Rs.	Rs.	
5,37,431	3,53,065	2,93,757	4,94,300	(tentative figures)

76. It will be noted that there has been a steady fall in the income. The Committee are informed that this fall is due to the fact that the recoveries from other Ministries for the pamphlets produced on their behalf progressively declined. No high-priced publications were produced or reprinted and there was a general slump in the book trade. During 1952-53 there was general recession in the advertisement market also. It is essential that the Division should review the cause for the fall in the income and take steps urgently to augment the receipts. Various suggestions to this end are also being offered by the Committee in the subsequent paragraphs.

Journals and Pamphlets

77. The number of journals brought out by the Division regularly is 8. A completely list of these journals together with the various relevant details regarding their price etc., is given in Appendix XIII. Of these journals, the "March of India" and "Ajkal" are the important ones.

(i) Ajkal (*Hindi and Urdu*)

78. The journal 'Ajkal' is brought out both in the Hindi version and in Urdu. The articles appearing in the Hindi and Urdu versions

of this journal are altogether different from each other. The number of copies of each version printed, supplied to agents, supplied free etc. for the year 1952 are given below :—

	Ajkal(Hindi)	*Ajkal*(Urdu)
Number of copies printed	90,900	53,341
Number of copies supplied to agents	.. 33,988	28,993
Number of copies supplied to regular subscribers	.. 40,429	11,367
Number of copies supplied free	.. 11,179	9,544
Number of copies supplied on exchange basis	.. 350	299
Number of copies retained in stock	.. 4,954	3,138

The total cost of production and the net loss incurred on these Journals during the year 1952-53 are as follows :—

	(*Ajkal*) (Hindi)	*Ajkal* (Urdu)
	Rs.	Rs.
Total cost, including cost of printing, paper etc.	.. 80,638	61,739
Net loss	.. 34,908	36,718

79. The Committee feel that an annual loss of the order of Rs. 35,000 and Rs. 37,000 on these publications is not quite justified. These publications do not seem to cater for external publicity: As for internal publicity, the local dailies and other local magazines are carrying on sufficient propaganda already, and Government are free to watch every one of these publications and issue their own notifications, press communiques, etc. to correct any mischievous propaganda that might be carried on by them.

80. The Committee are of the opinion that these journals are not serving any useful purpose. On the other hand, the loss incurred on them is enormous. They, therefore, recommend the closing down of these publications, so that the exchequer may be saved of the expenditure and loss incurred on them. If, however, for any reason Government feel that these journals should be continued, then the Committee would suggest, very reluctantly, an alternative, namely, that as early as possible, these journals should be made self-supporting. For this purpose, the Committee recommend that there should be a common editorial staff, consisting of persons knowing both Hindi and Urdu, and that the same subject-matter may appear in both the Hindi and Urdu versions of the publication.

(ii) *'March of India'*

81. This journal is the most important publication of the Division and is intended mainly for external publicity. It is printed on high quality art paper and the sale price is fixed at Rs. 2-8-0 per copy

though its cost of production is estimated at about Rs. 3-10-9. 4,000 copies of each issue are brought out and of these 2,300 are supplied to the Ministry of External Affairs. Formerly, the supply to the Ministry of External Affairs was made free of cost but since 1952-53 that Ministry is charged with the value of the copies supplied to them. The expenditure incurred on publishing the journal during the year 1952-53 was Rs. 94,098 including the cost of paper, payments to contributors etc. A net loss of Rs. 57,544, Rs. 38,938 and Rs. 30,639 was incurred by the Division in the production and distribution of this journal during the years 1950-51, 1951-52 and 1952-53.

Loss on the Journal

82. The Committee feel that efforts should be made to minimise this loss. The representative of the Ministry, in the course of his evidence stated that the Ministry were themselves considering, in consultation with the Ministry of External Affairs, the question of utilising good quality paper instead of art paper, as this would effect a saving of about Rs. 9,000 a year. The Committee do not know what these consultations have resulted in. They suggest that the matter may be pursued further, and a decision taken thereon by Government soon. While agreeing with the representative that the contents of the journal should be the main attraction, the Committee would also suggest that inasmuch as this publication is mainly for external publicity, its get-up should be equally attractive. In their opinion, art paper should be used for photographs and other illustrations, while for printed matter good quality paper should suffice. The Committee also hope that the editorial staff will address themselves to the task of preparing proper kinds of articles for foreign consumption. They would also suggest that efforts should be made to push up the sale of this publication further.

Articles in the Journal

83. The Committee were informed that as the journal was meant primarily for external publicity, the Ministry of External Affairs had the final say regarding articles as have international implications. These articles are usually written either by officers of the Government or by non-officials and, after editing in the Publications Division, are forwarded to the Ministry of External Affairs for examination and for the purpose of determining which articles should be published in the journal and in what form etc. Frequent consultations are held between the Publications Division and the Ministry of External Affairs in regard to the policy to be adopted in this connection and the details of articles to be published.

84. The External Affairs Ministry, it would appear, require articles to portray the cultural aspects of Indian society. The Committee would suggest that articles which truly portray the socio-cultural life of the community and which would enhance the prestige of the country abroad should find a place in the journal. The periodical conferences between the representatives of the Ministries of External Affairs and Information and Broadcasting should have this view always in mind and there should be a more co-ordinated and rationalised policy in selecting such articles for publication.

85. The Committee observe that there does not appear to be any system either in the selection of the material or in the arrangement of the articles in the issue. Certain cultural aspects of the country are either poorly represented or are completely excluded from the journal. The Committee consider that the journal should, among other topics, devote its attention to such subjects as art, sculpture, archaeology, painting, social, economic and cultural movements, public men of India, achievements of the Republic of India in the various spheres and general topics, including those of the States.

Honorarium to Government officials

86. As regards the writing of the various articles in the journal, the Committee were informed that a substantial percentage of the material was contributed by the Government employees. The amounts paid to contributors and others during the last four years by way of payments for articles, translations etc. were as follows:—

Year	Officials	Non-Officials
	Rs. As. Ps.	Rs. As. Ps.
1951-52 ..	4,128 7 0	18,357 12 0
1952-53 ...	5,959 2 0	20,569 9 9
1953-54 ..	5,601 4 0	18,533 5 0

During the years 1951 and 1952, the number of Government servants and private persons contributing articles was in the order of 26 : 79 and 27 : 68 respectively. Though formerly a high rate of honorarium was fixed for payment for articles contributed by Government servants, the honorarium is now Rs. 25 for each article contributed by an Officer of the Ministry of Information and Broadcasting and Rs. 40 per 1,000 words in the case of others. The Committee do not see the need for payments to Government servants for their contributions. The publications of this Division are intended partly to publicise the activities of the Government of India and it should be considered as a part of the normal duty of a Government servant to contribute articles covering the subject matter dealt with by his Department. It does not appear proper that payment should be made for such contributions. Officials should be encouraged to contribute articles free of cost and such contributions should be treated as a part of the normal duties of officers of high rank such as Secretaries etc.

Pamphlets

87. The Publications Division has so far brought out 218 pamphlets on various subjects in English and Hindi and in some regional languages upto the end of September, 1953. A list of such pamphlets is contained in Appendix XI. These pamphlets relate to important topics of the day such as constitutional developments, social questions, matters relating to tourist traffic, problems of food,

transport, industrial development plans, educational institutions, the cultural heritage of the country and so on. The Committee feel that there is further scope for improving the quality and the contents of these pamphlets. They can be written in a better style and their presentation made more attractive. For this purpose, the Committee recommend that articles should be invited from eminent authors and experts in the fields of science, literature, history, economics, education and other social affairs which would infuse high ideologies in the people. In addition, the Committee also recommend that in order to attract talents in the country for such articles, the Division may institute a prize system somewhat on the lines of the A.I.R. prizes.

Number of copies of Journals and Pamphlets brought out by the Division

88. The total number of copies of the various journals and pamphlets printed by the Division and the number distributed and sold during the last three years are as follows :—

Year	Journals		Pamphlets	
	Total No. of copies brought out.	No. of copies sold and distributed.	Total No. of copies brought out.	No. of copies sold and distributed.
1950-51	3,99,146	3,70,882	8,56,665	6,56,155
1951-52	4,18,150	3,84,956	3,83,135	3,29,636
1952-53	3,88,975	3,65,718	3,05,976	2,63,096

Some details of these for the various journals are given in Appendix XIV.

89. The Committee were informed that some copies of these journals and pamphlets were distributed free to certain public institutions, important libraries and various high officials and leading personages. The Committee consider that for the purpose of acquainting the masses with the achievements of the Government, all material which is of a general nature and of great educative, cultural and informative value should also be distributed at concessional rates to libraries and educational institutions.

Economy in the number of issues brought out

90. It will be observed from the data given in the previous paragraphs that the number of copies produced is far in excess of the total distributed including the number distributed free. It is apparent that there is no planning in respect of the number of copies required to be published and that there has been considerable over-publication. The articles contained in these journals are of a topical and ephemeral interest and they lose their utility very rapidly, so that if they are not issued soon after their publication, they cease to have any value. Apart from the space required for stocking these large quantities of old issues, the over-publication has also resulted

in a monetary loss of the order of several thousands of rupees each year. The Committee consider that the number of copies printed should be approximate to the demand for them and should not be far in excess of actual requirements. It will be relevant in this connection to reproduce certain observations made by the Economy Committee in 1948:

> "It is noticed that all these magazines were running at a loss. One of the reasons seems to be that the number of copies of these publications printed is not fixed in terms of the actual requirements.
>
> * * * * *
>
> While we recognise that these journals for foreign publicity cannot be self-supporting we recommend that the actual loss on these should be reduced to the minimum by restricting the number of copies to be printed."

The position in regard to the wastage due to printing of superfluous copies, however, still continues.

Printing Press

91. Since 1946, the Publications Division had a printing press under its control. The cost of maintenance of the Press Unit during the years 1950-51 and 1951-52 was Rs. 3·5 lakhs and Rs. 2·2 lakhs respectively. In July, 1952, the Press was transferred to the Ministry of Works, Housing and Supply on the understanding, however, that if the Publications Division found itself handicapped thereby, the position should be reconsidered. The Committee understand from the representative of the Ministry of Information and Broadcasting that subsequently the Publications Division has experienced considerable difficulty in bringing out the publications in time, due to delays in their printing by the Ministry of Works, Housing and Supply, as the latter had to undertake work for other Ministries also. The Publications Division found it necessary consequently to divert some of the work to outside printing presses, paying large sums of money therefor. The Committee feel that this is an unsatisfactory state of affairs and recommend that the printing work of the Publications Division should be given priority and if this is not possible, the retransfer of the Press Unit to the Publications Division may be considered so that the utility of the work done by the Division is not lost on account of delays in printing. The Committee also consider that this printing press when placed under the Publications Division should cater to the needs of the Ministry as a whole covering, for example, work relating to the Press Information Bureau, All India Radio, Research and Reference Division, etc. The Committee are anxious that there is integrated coordination of work in the various wings and departments of the Ministry.

Photography Section

92. There is a Photo Section in the Publications Division similar to the one in the Press Information Bureau. The staff employed in this Section of the Division is as follows:—

Photographic Officer	1
Photographers	2
Photographic Assistant	1
Photographic Finisher	1
Bromide Printers	2

93. There are 1,00,000 copies of photographs in stock at present and the monthly prints number about 300. The monthly expenditure on this Section is approximately Rs. 4,700 on account of payment of salaries, allowances etc. excluding capital expenditure under the Integrated Publicity Programme.

94. The Committee examined the question of the need for a separate Photo Section in the Publications Division when a similar organisation existed in the Press Information Bureau. The Committee were given to understand that the Photo Section of the Press Information Bureau was occupied with its own work and that a separate Section was necessary in the Publications Division for collecting photographs from various sources. It appears that a Photographer is also required to be constantly on tour collecting material for the Publications Division. The Committee are not convinced that these constitute sufficient justification for maintaining two Photo Sections separately under the same Ministry. It is obvious that this entails duplication, overlapping, employment of extra staff and maintenance of extra studios, equipment etc. which can be avoided in a single organisation. The Committee envisage that if the two Photo Sections are amalgamated there will be an annual saving of about Rs. 39,000 in respect of staff and equipment and that there would also be an increase in efficiency. The Committee feel that this suggestion should be implemented.

Distribution of Publications

95. The Distribution Section of the Division is responsible for the distribution of the publications both by way of sale as well as free issues, and also for the maintenance of the accounts thereof, and the procurement of advertisements for publications etc. The actual expenditure on this Section for the year 1952-53 was Rs. 2,23,490 and for the year 1953-54 it was Rs. 3,20,700 including Rs. 38,000 on account of the Integrated Publicity Programme. For the purpose of distribution of publications, the following staff are employed in the Distribution Branch of the Division, *viz.*,

1 Business Manager	..	Rs. 720—40—1,000
1 Assistant Business Manager	..	Rs. 350—25—500—30—650
3 Assistants Incharge		

There are also an Accountant and various numbers of other clerical and Class IV staff.

96. The publications are distributed through a number of agents and booksellers at home and abroad who are remunerated on a commission basis. To the agents in India a commission of 33 1/3 per cent. is paid and to foreign agents a commission of about 25 per cent. The actual expenditure paid as commission to agents inside and outside the country during 1952-53 and 1953-54 was Rs. 34,000 and Rs. 55,000 respectively.

97. The Committee do not appreciate the need for such special and elaborate arrangements for the sale of the publications of the

Division. They note that a Central Government agency already exists for the sale of Government publications under the Ministry of Works, Housing and Supply. They consider, therefore, that the question of transferring the entire work of distribution and sale of the publications of the Division to the Central Publications Branch under the Ministry of Works, Housing and Supply should be considered. Besides avoiding duplication of efforts, there would thus be a considerable reduction of expenditure on account of staff in the Publications Division. The posts of Business Manager, Assistant Business Manager and two Assistants Incharge at least should be retrenched in the Division. The Committee expect that the Manager of Publications will take all possible and necessary steps to push up the sales by directly selling the publications in the stalls or by appointing agents at all places where there is a likelihood of these publications being sold.

Stalls at Exhibitions

98. The Publications Division runs stalls in various exhibitions for the sale and publicity of its pamphlets and journals. The expenditure incurred thereon during the year 1950-51, 1951-52, 1952-53 was Rs. 7,771, Rs. 9,555 and Rs. 2,693 respectively. The Publications Division also runs a temporary stall in the Parliament House during the Sessions of Parliament. During the Session periods the stall is opened near the Members' Waiting Hall of the Lok Sabha where the journals, publications, etc. of the Division are displayed. The stall is intended for sales to Members as well as visitors to the Parliament.

99. The Committee understand that at certain exhibitions stalls have been separately installed by the Publications Division and by other Government Departments for their respective publications. It is apparent that such an arrangement involves duplication of effort and additional expenditure. The Committee do not see why the stalls should have been run separately and why there should not be a common stall run efficiently. The Committee also feel that as there is a stall of the Sales Section of the Lok Sabha Secretariat in the Parliament House, there is no need for a separate sales stall of the Publications Division. The Sales Section of the Lok Sabha Secretariat may be entrusted with the sale of all the publications of the Division and the results watched.

Advertisements

100. The income on account of advertisements for the publications of the Division in the last four years is as follows:—

1950-51	*1951-52*	*1952-53*	*1953-54*
Rs.	Rs.	Rs.	Rs.
46,586	54,195	47,911	42,900

In obtaining advertisements for the publications the Division does not appear to follow any coordinated policy or to tap all available sources for advertisements. The Committee feel that this is a head of income which should be fully exploited and if that is done it is capable of further augmenting the receipts of the Division. Every

attempt should be made to get as much commercial advertisements as possible, for which there is plenty of scope. Advertisements should also be sought from the various Government Departments which does not appear to be done now. Certain Departments of the Government of India such as D.G., S. & D., the Railways, the Posts and Telegraphs and the Defence Services issue tender notices in the form of advertisements and these should be obtained for insertion in the journals of the Division. Such advertisements besides bringing in an additional income for the Division, would also lead to an increased sale of the issues.

Price of Publications and Commercial Accounting

101. There is at present no scientific basis for the fixation of the sale price of the various journals of the Publications Division. No attempt appears to have been made to work out the cost of production and correlate it with the sale price.

102. Apart from the fixation of price, the accounting methods adopted by the Publications Division do not help also to arrive at the actual receipts from the sale of each issue of a journal. The accounts of the Division are maintained agent-wise and not publication-wise. Bills are made out according to the total supplies to the agents and not according to the issue of individual publications. Receipts are also accounted on this basis. Commercial accounting principles are not observed.

103. Though there is an Accountant attached to the Division, till recently there was no Cost Accountant experienced in commercial costing principles.

104. The Committee are of the view that strict costing should be made of the production of the various publications and that commercial accounting principles should be adopted in the accounting of the Division. This would enable rigorous control being exercised over the expenditure and receipts of the Division. Even though it may not be necessary or feasible to recover the full cost of production of the various journals from their sales and to fix the sale price accordingly, it would still be necessary for the Publications Division to know what losses have been incurred and what methods should be adopted to reduce these losses. Such useful scrutiny can be exercised only if costing is undertaken in the Division.

Centralisation of Publicity Organisations

105. During the course of examination of the various Branches of the Ministry of Information and Broadcasting including the Publicity Division, the Committee noticed that there were various organisations in the different Branches doing more or less the same type of work. In the case of publicity matters, for instance, it was noticed that though the Publications Division was intended as a Central Organisation for the production, issue and distribution of the printed publicity material in the form of journals and pamphlets, similar work was being done by other organisations also within the Ministry. For example, the Press Information Bureau undertakes publicity through Press Releases, Notes, Bulletins, Press Notes etc. in India and abroad. Moreover, while the Publications Division and the Press Information Bureau undertake investigations of various

matters required in their own organisations separately, there is also a Research and Reference Division as a separate entity carrying on this work catering to the needs of both the Publications Division and the Press Information Bureau. Again, while the Publications Division maintains a Photographic Section, the Press Information Bureau also maintains a similar organisation separately. Moreover each one of these Divisions namely the Publications Division, the Press Information Bureau and the Research and Reference Division of the Ministry maintain separate libraries. It is apparent, therefore, that there is considerable duplication of work and that unnecessary expenditure is involved in the maintenance of separate service units, such as the Photographic Section, the Library, etc., in the various Divisions. The Committee feel that the three Divisions of the Ministry should be amalgamated to form a single organisation under a common head who should administer this organisation in three wings, one catering to the Press Information Bureau, another to the Publications Division and the third looking after the Research and Reference requirements of the other two wings. Consequently, there would be a single Photographic Section and a single Library. Considerable economy in the staff could be effected thereby and there could also be greater efficiency in working.

106. Alternatively, the Committee suggest that the Divisions might continue as separate entities but that the common service units such as the Photo Sections, the Libraries etc., should be amalgamated and that the same units should serve the requirements of the various Divisions.

Staff

107. Staff working in the various organisations of the Ministry are treated as being in separate cadres with the result that officers essentially engaged on the same nature of duties, work in three or four water-tight compartments. Besides the effect that the consequent monotony of work has on the psychology of the staff, this also results in staff in one section not knowing what is being done in the other sections. Consequently there is lack of co-ordination in the publicity efforts. The Committee consider that there should be an integration of the various cadres and that officers should be periodically transferred from one post to another. This will result in a more thorough understanding of the problems of the Ministry as a whole by all the officers.

Economy in staff

108. The scale of pay of the Director of the Publications Division is Rs. 1,600—100—1,800, though the present incumbent is entitled to a special scale of Rs. 1,800—2,000. The functions of the Director are the overall charge of production and distribution of the journals and pamphlets. He also acts as an Adviser to the Ministry in publicity matters. In the discharge of his functions, he is assisted by a Deputy Director for the planning and editorial supervision of all the publications of the Division. The scale of pay of the Deputy Director is Rs. 1,000—1,300. In fact the Deputy Director is in full charge of the planning and supervision of the publications in the Division, the Director devoting his attention mainly to his functions as an Adviser to the Ministry. The Committee are of the view that

the duties of the Adviser of the Ministry in publicity matters are not so onerous as to require a separate officer for the purpose. The Committee desire, therefore, that Government may examine whether the two posts may not be combined into one and that the grade of Director fixed on the scale of Rs. 1,000—1,300. This will result in an annual saving of Rs. 20,000 without impairing the efficiency of the Division.

109. The editorial staff of the Division is at present as follows :—

1 Deputy Director	..	(Rs. 1,000—50—1,300)
3 Editors (Pamphlets)	..	(Rs. 720—40—1,000)
1 Editor (English Magazine)	..	(Rs. 720—40—1,000)
1 Editor (Hindi)	..	(Rs. 720—40—1,000)
1 Editor (Urdu)	..	(Rs. 720—40—1,000)
1 Editor	..	(Rs. 720—40—1,000)
4 Asstt. Editors (Pamphlets)	..	(Rs. 350—25—500—30—620)
1 Assistant Editor (English Magazine)	..	(Rs. 350—25—500—30—620)
4 Assistant Editors (Hindi)	..	(Rs. 350—25—500—30—620)
1 Assistant Editor (Urdu)	..	(Rs. 350—25—500—30—620)
1 Assistant Editor	..	(Rs. 350—25—500—30—620)
1 Assistant Editor (Kashmir)	..	(Rs. 350—25—500—30—620)

The Committee consider that for the output of the Division, staff have been provided on a lavish scale. The Committee observe that the work relating to pamphlets does not justify the retention of the present staff. On examining the lists of pamphlets brought out in recent years, the Committee observe that some of them are technical administrative reports and some reprints of earlier contributions. The percentage of original contributions by the editorial staff is about 50 per cent. and the Committee feel that there is not sufficient work for 3 Editors and 4 Assistant Editors. As regards the journals, the Committee have already recommended in para. 80 that there should be a common editorial staff for the 'Ajkal' working under one Editor. An Assistant Editor can look after the publication 'Bal Bharati'. The Committee, therefore, feel that the total editorial staff should be reduced to 4 Editors and 5 Assistant Editors and the work relating to the journals and the pamphlets should be distributed evenly among them. The corresponding retrenchment in clerical and subordinate staff will also have to be effected.

110. There is a Library attached to the Publications Division. The following are the staff employed therein :

1 Library Assistant Incharge.
1 Library Assistant.
2 Reference Assistants.
1 Lower Division Clerk.

There are 8,000 books in the Library. The two Reference Assistants though attached to the Library, are actually employed in the Editorial Section only. As sufficient Assistant Editors have been provided in the Editorial Section there does not appear to be any need for these two Reference Assistants. The Committee, therefore, feel that these two posts should be abolished. The Library Assistant-in-Charge was stated to be in immediate control of the Library, the Library Assistant being responsible for cataloguing the books

and all the articles that are published in the different magazines and for maintaining the accounts. Considering the number of books in the Library, it is apparent that the Library Assistant-in-Charge could very easily be entrusted with the functions of the Library Assistant also because the former does not have any set duties to perform except that of supervising the work of the Library Assistant. The Committee, therefore, consider that without impairing the efficient working of the Library, the post of the Library Assistant can be done away with.

Recruitment of Staff

111. The Committee noticed that in very many cases appointments of officers in the Publications Division were made without calling for applications for the posts through the U.P.S.C. in the first instance, and that only after some considerable time after the officers had been appointed, were applications called for through the U.P.S.C. and that the candidates already holding the posts were also sent before the Commission for selection. The Committee feel that this is not a satisfactory method of recruitment and that, all appointments to as many of the posts in the Division as are required to be filled in by persons with high technical qualifications, should be made, even in the first instance, only through the U.P.S.C. and that advertisements for such posts should lay down the requisite high qualifications for the candidates. The Committee would like to recommend the creation of a Board consisting of some of the senior officers of each wing of the Division which should meet frequently for the purpose of deciding the action to be taken in important cases, whether they relate to administration or staff matters or to other work of a technical nature. This will provide the necessary coordination amongst all the Wings of the Division.

Additional Publicity

112. At present the publicity work of the Government is restricted to the issue of journals, pamphlets, books, etc. It may, however, not be within the means of all to buy and read such material. Therefore, in the opinion of the Committee additional methods of carrying on publicity should be devised by means of which, without incurring much expenditure, people at home and abroad could learn something about the culture, heritage and achievements of this country. The Committee recommend that the issue of picture post-cards, attractive illustrated folders, etc. should be undertaken by the Publications Division. Picture post-cards are generally very much appreciated and they would also find favour with foreigners and tourists. The folders may contain pictures, paintings and short texts on important topics, and achievements of the Government, etc. This, the Committee expect, may prove to be a commercial proposition in the long run.

Co-ordination between the Centre and the States

113. Though various States have their own organisations for publicity matters, there is no effective co-ordination between the Publications Division in the Centre and the various corresponding organisations in the States. The Committee were informed that occasionally some exchange of publicity material had taken place between the Publications Division and the various States, but this

had not been done in a systematic manner. The Committee consider that periodical conferences between the officers of the Centre and the States engaged in publicity work should be held, to work out a coordinated programme for publicity throughout the country. The functions of the Centre and the States should be clearly demarcated. Rural publicity which at present is carried on on a minor scale, though it is of vital interest to the country, can best be undertaken by the States, the Centre retaining to itself the functions of guiding the States in this matter and co-ordinating the efforts of the various units. By this method there will be a uniformity in the publicity arrangements in the various States and in fixing the priorities of matter which require publicity. There should also be suitable arrangements whereby articles appearing in the publications of the Centre and the States could be mutually exchanged, thereby achieving a considerable saving in expenditure which is otherwise incurred on account of different articles being written on the same subject in the different publications.

M. ANANTHASAYANAM AYYANGAR,
Chairman,
ESTIMATES COMMITTEE.

NEW DELHI;
The 25th June, 1954.

APPENDIX I

Statement showing the summary of the conclusions/recommendations of the Estimates Committee relating to the Ministry of Information and Broadcasting.

Serial No.	Reference to para. No. in the Report.	Summary of Conclusions/Recommendations.
		Films Division, Bombay.
1	11	The Films Division should be organised on a commercial basis and as far as possible made self-supporting.
2	15	A portion of the production of documentaries may be progressively entrusted to the trade. To the extent the work is taken up by various private producers, there should be a proportionate reduction in the expenditure of Government.
3	16	In order that private producers may be induced to take up the production of documentaries, better terms should be offered to them and they should be provided with requisite facilities in the initial stages.
4	18	Viewed against the written testimony of two well known producers, the statement of the Ministry that the production of documentaries by the trade is not feasible, is not convincing. Effective steps may now be taken to induce the trade to take to this line of activity.
5	19	The procedure at present followed by the Ministry for the allotment of production of documentary films to the trade is both cumbrous and dilatory.
6	20	A simplified procedure for the allotment of production of documentaries to the trade on the following lines may be adopted with suitable modifications regarding details. The production programme of the Films Division should be drawn up as at present by the Ministry in consultation with other Ministries of the Central Government and the State Governments. In the case of such of the items as have to be continued as a series, the programme may be drawn up for a period of more than one year up to a maximum of three years. After the programme is drawn up, quotations may be called for from approved producers. Instead of

Serial No.	Reference to para. No. in the Report.	Summary of Conclusions/Recommendations.
		constituting an *ad hoc* panel of producers every time, a list of approved producers may be maintained by the Ministry and this list may be revised periodically so as to include newcomers in the field and also to remove the names of those who have deteriorated in their standards or have gone out of business. From among the approved producers who have tendered quotations, the producer whose tender is lowest may be accepted, provided that in cases where the lowest tender is not accepted, reasons therefor are recorded in writing. There should ordinarily be no objection to entrust more than one documentary to a producer at the same time provided that the producer is capable of producing more than one documentary simultaneously within the specified time without impairing the quality, and if the cost of production would be lessened thereby, and furthermore if it is ensured that other equally competent producers are not deprived of the opportunity of producing the films.
7	21	The number of copies of each newsreel at present printed should be increased so as to enable a larger number of cinema houses to exhibit them over a wider area at a time and to reduce the belated exhibition of old reels. The time lag between the occurrence of the event and the exhibition of the corresponding newsreel should be reduced.
8	22	A concentrated effort should be made to tone up the quality of the documentaries so that due recognition is received not only in this country but also in foreign countries. It is desirable that subjects truly representative of the culture and progress of the country are chosen. An Advisory Board consisting of non-officials may be set up which should meet once a year and select subjects for documentaries.
9	23	Considerable importance is now being given to subjects of archaeological interest or themes depicting India's ancient glory. While selecting subjects for documentaries due consideration should be given to achievements in the fields of art and industry.
10	24	Greater attention should be given to the selection of topics for newsreels than is at present being done

Serial No.	Reference to para. No. in the Report.	Summary of Conclusions/Recommendations.
		so as to ensure that topics of popular appeal are not overlooked. Attempts should be made to popularise the culture, literature, art etc., peculiar to a region of India in other parts of the country and emphasis should be laid on items which tend to consolidate and promote national unity and culture. Among matters which should find a place in newsreels, the following should be some of the items :— (i) Social, cultural and literary gatherings, *mushairas, melas,* etc.; (ii) celebration of birthdays of great religious saints, heroes, etc. with a view to emphasising religious tolerance and to bring about amity and tolerance between different religious faiths in the country existing side by side ; and (iii) removal of untouchability and other social disabilities and uplift of villagers and backward classes. To facilitate the selection of popular subjects for newsreels, there should be Regional Advisory Committees in important centres like Bombay, Madras, Calcutta, Delhi, Nagpur, etc. and also in places where there are agencies of the Films Division. These Committees should be compact and consist of one representative each of the Press and the film producers, a Publicity Officer of the State and one or two important persons drawn from the public. The news items should not be merely of local importance but of all-India importance, though produced locally. The advice of these Regional Advisory Committees may be sought in regard to the newsreels and documentaries, provided that it should always be open to the Films Division to take final decisions.
11	26	In the matter of production of documentaries, the cooperation of the State Governments should be sought on an extensive scale. The States should also be persuaded to share the cost with the Central Government and this will enable the Films Division to reduce its overall expenditure on the production of documentaries. Wherever there are agencies in the States for producing newsreels or documentaries, the Films Division may try and utilise their services and work, as far as possible, in coordination with them.

Serial No.	Reference to para. No. in the Report.	Summary of Conclusions/Recommendations.
12	27	The Ministry of Information and Broadcasting should henceforth charge the Ministries of External Affairs, Defence and Education, the cost of the films supplied to them. The basis of this cost may be worked out in consultation with the Ministry of- Finance.
13	28	Increasing efforts should be made to cut down wastages in all stages of production and the efficiency of the cameraman should be judged not only by the quality of work executed but also by the extent of raw films utilised.
14	29	In view of the recommendation that the possibility should be explored for providing greater opportunities to the private trade for the production of documentaries and for obtaining greater co-operation of the States, progressive reduction in the staff and economy should be possible.
15	30	The question of shifting the office of the Films Division to a cheaper building in the suburbs of Bombay may be explored.
16	31	The question of commercial accounting in the Films Division has been dealt with perfunctorily by the Ministry of Information and Broadcasting. The Committee disapprove of the manner in which the accounts of the Division are maintained and the sanctioned posts of Accountants are kept unfilled. Commercial accounting should be introduced in the Films Division without any further delay.
17	32	There has been considerable delay in taking action against the officer responsible for the loss of about Rs. 10,000 in the Films Division. The proceedings in this case should be expedited.
18	33	The Ministry of Information and Broadcasting should take up the production of suitable films for children. If necessary, the trade may also be approached in this connection.
		Press Information Bureau
19	45	In the matter of publicity it is not proper to view the problems of Government as pertaining to a particular Ministry and to departmentalise them. It is essential that an unified outlook should always be maintained and every tendency to attach officers for publicity purposes to Ministries exclusively should be discouraged. If such an

Serial No.	Reference to para. No. in the Report.	Summary of Conclusions/Recommendations.
		outlook is maintained it should be possible for a number of posts of Information Officers to be retrenched.
20	47	The number of Information and Assistant Information Officers is somewhat excessive having regard to the quantum of work. The work of distribution of handouts can be done by a lesser number of staff in grades much lower than that of Information Officers. This matter should, therefore, be examined carefully by the Ministry and a detailed procedure laid down as to the specific functions of the Information and Assistant Information Officers. Such well paid officers should be effectively employed in keeping with the high salaries paid to them.
21	48	There is no need for the Officer-in-Charge of the regional office at Jullundur to be of the rank of Deputy Principal Information Officer. It would be sufficient if the office is placed under the control of an Information Officer. The post of D. P. I. O., which is for the time being held in abeyance, should be abolished.
22	53	It is suggested that both as a matter of economy and in the interests of efficiency, the question whether the external publicity work may be carried on by the same organisation that is concerned with the general publicity matters may be examined in all its aspects.
23	54	Coordination between the various organisations of the States and the Centre engaged in publicity work is essential so that duplication in the matter of gathering of news may be avoided and there may be earlier publicity by the Centre for the activities of the State Governments and *vice versa*.
24	55	With closer contact between the two, and with effective arrangements by the Press Information Bureau for receiving publicity material relating to States in the regional offices and conveying them to their headquarters through teleprinter and such other speedy methods, it should be possible to give sufficient and timely importance to the activities of State Governments through the internal

Serial No.	Reference to para. No. in the Report.	Summary of Conclusions/Recommendations.
		publicity of the Press Information Bureau. Considerable publicity to the Centre's activities should also be given through the Publicity Departments of the States. With such an arrangement whereby the Centre's publicity in the regional areas is taken over by the States, the difficulties experienced by the Bureau in issuing their material in the regional languages could be considerably overcome.
25	57	It should not be difficult for the various newspapers to supply free copies of their issues to the Press Information Bureau as a return for the various services rendered to them by the Bureau, and to this extent there should be some reduction in expenditure.
26	58	Examination of the reports and comments through clippings etc., should be extended to Indian language newspapers also.
27	59	Periodical sample surveys should be carried out to find out the extent to which newspapers utilise the services of the Bureau.
28	60	Before reviving the Journals "Indian Information" (English), "Bharatiya Samachar" (Hindi) and "Markazi Ittelaat" (Urdu), the possibility of utilising the existing Journals (brought out by the Publications Division) for the same purposes by the addition of suitable appendices containing authentic versions of policy statements, should be examined.
29	62	If the Photographic Studios of the Publications Division and the Press Information Bureau could be located in the same building, there would be a considerable reduction in expenditure on equipment etc. and a saving of Rs. 39,000 per annum could be effected thereby. If the Advertising Consultant's Branch is shifted to Delhi there would be a saving of Rs. 25,000 per annum on Simla Allowances, hot and cold weather charges, travelling expenses from Simla to Delhi, trunk calls, etc. A further reduction of Rs. 15,000 per annum could be effected by amalgamating the Art Section of the Publications Division, with that of the Advertising Consultant's Branch on the latter moving to Delhi. Necessary accommodation should be provided to the Ministry of Information and Broadcasting for effecting these economies at an early date.

Serial No.	Reference to para. No. in the Report.	Summary of Conclusions/Recommendations.
30	63	There is no need for such a large number of Clerks Assistants, etc. in the Bureau which is mainly concerned with publicity matters which are essentially of a technical nature. A review of the staff position in the technical sections of the Bureau should be made and economy effected wherever possible. The two posts of Reporters which are on the scale of Rs. 450—25—500—30—710 could be replaced by those of Stenographers on the grade of Rs. 80—220.
31	64	A certain number of posts of Information Officers should be reserved for being filled by promotion of Assistant Information Officers. A cadre of Information Service should be formed laying down definite rules for recruitment, promotion etc. Such a cadre should be interlinked with the cadres of other Officers in the Ministry so as to give an opportunity to all the Officers to work in the various Divisions. This would add to the efficiency of the Ministry as a whole as the various activities of the Ministry could be carried out in a coordinated and uniform manner.
		Publications Division
32	74	With the exception of publications of a technical nature, the production of all Government publications should be concentrated in the Publications Division as a "Central Publishing House" of the Government. Ministries should cease to publish their own publications on non-technical matters.
33	76	The Publications Division should review the cause for the fall in their income and should take steps urgently to augment their receipts.
34	79	The annual loss of the order of Rs. 35,000 and Rs. 37,000 on the "Ajkal"(Hindi) and "Ajkal"(Urdu) respectively is not justified. These publications do not cater to external publicity. As for internal publicity, the local dailies and other local magazines are carrying on sufficient propaganda already and Government are free to watch every one of these publications and issue their own notifications, press communiques, etc. to correct mischievous propaganda that might be carried on by them.

Serial No.	Reference to para. No. in the Report.	Summary of Conclusions/Recommendations.
35	80	The journals "Ajkal" (Hindi) and "Ajkal"(Urdu) are not serving any useful purpose and the loss incurred on them is enormous. These publications should be closed down. If, however, Government feel that the journals should be continued, then they should be made self-supporting by having a common editorial staff, consisting of persons knowing both Hindi and Urdu and having the same subject matter in both the Hindi and Urdu versions.
36	82	Efforts should be made to minimise the loss on the "March of India". A decision should be taken soon by Government on the proposal to utilise good quality paper instead of art paper for the journal. The set-up of the journal should be as equally attractive as its contents. Art paper should be used for photographs and other illustrations while for printed matter good quality paper should suffice. The editorial staff should address themselves to the task of preparing proper kinds of articles for foreign consumption. Efforts should also be made for pushing up the sale of the publications.
37	84	Articles which truly portray the socio-cultural life of the community and which would enhance the prestige of the country abroad should find a place in the journal. There should be a more coordinated and rationalised policy in selecting such articles for publication.
38	85	The journal should among other topics devote its attention to such subjects as art, sculpture, archaeology, painting, social, economic and cultural movements, public men of India, achievements of the Republic of India in the various spheres and general topics including those of the States.
39	86	There is no need for payments to Government servants for their contributions to the journals published by the Publications Division. It should be considered as a part of the normal duty of a Government servant to contribute articles covering the subject matter dealt with by his Department.
40	87	There is further scope for improving the quality and contents of the pamphlets. They can be written in a better style and their presentation made more attractive. For this purpose, articles should

Serial No.	Reference to para. No. in the Report.	Summary of Conclusions/Recommendations
		be invited from eminent authors and experts in the fields of science, literature, history, economics, education and social affairs, which would infuse high ideologies in the people. In order to attract talents in the country for such articles, a prize system somewhat on the lines of the A. I. R. prizes may be instituted.
41	89	All journals and pamphlets which are of a general nature and of great educative, cultural and informative value should be distributed at concessional rates to libraries and educational institutions.
42	90	The number of copies of journals and pamphlets printed should be approximate to the demand for them and should not be far in excess of actual requirements.
43	91	The printing work of the Publications Division should be given priority and if this is not possible, the Press unit taken away from the Publications Division should be re-transferred to them. If the Press unit is replaced under the Publications Division it should also cater to the printing needs of the Press Information Bureau, All India Radio, Research and Reference Division and other units of the Ministry of Information and Broadcasting.
44	94	The maintenance of a separate Photo Section in the Publications Division when there already exists a similar organisation in the Press Information Bureau, entails duplication, over-lapping, employment of extra staff and maintenance of extra studios, equipment etc. which can be avoided in a single organisation. The two Photo Sections should be amalgamated, thereby saving Rs. 39,000 per annum.
45	97	The question of transferring the entire work of distribution and sale of the publications of the Division to the Central Publications Branch under the Ministry of Works, Housing and Supply, should be considered. Besides avoiding duplication of efforts, there would thus be a considerable reduction of expenditure on account of staff. The posts of Business Manager, Assistant Business Manager and two Assistants-in-Charge at least should be retrenched. (*Minus*: 1 *Business Manager*, 1 *Assistant Business Manager and* 2 *Assistants-in-Charge.*)

Serial No.	Reference to para. No. in the Report.	Summary of Conclusions/Recommendations.
		The Manager of Pulications should take all possible and necessary steps to push up the sales by directly selling the publications in the stalls or by appointing agents at all places where there is a likelihood of these publications being sold.
46	99	At exhibitions, separate stalls have been installed both by the Publications Division and by other Government Departments for their respective publications. There should be only one common stall in such cases instead of separate ones.
		There is no need for a separate sales stall of the Publications Division in Parliament House. The sale of the publications of the Division in Parliament House may be entrusted to the Sales Section of the Lok Sabha Secretariat and the results watched.
47	100	Every effort should be made to get as much commercial advertisement as possible. Advertisements should also be sought from the various Government Departments. Tender notices in the form of advertisements generally issued by the D.G., S. & D., Railways, P. & T. Department and the Defence Services may be obtained for the journals.
48	101	The cost of production of the various journals should be worked out and correlated with the sale price.
49	102	The accounting methods adopted by the Publications Division do not help to arrive at the actual receipts from the sale of each issue of a journal. Commercial accounting principles are not observed.
50	104	Strict costing should be made of the production of the various publications and commercial accounting principles should be adopted in the accounting of the Division.
51	105	The Research and Reference Division, the Publications Division and the Press Information Bureau should be amalgamated to form a single organisation under a common head who should administer this organisation in three wings, one catering to the Press Information Bureau, another to the Publications Division, and the third looking after the Research and Reference requirements of the other two wings. Consequently there would be a single Photographic Section and a single Library. Considerable economy in the staff could be effected thereby.

Serial No.	Reference to para. No. in the Report.	Summary of Conclusions/Recommendations.
52	106	Alternatively, the Divisions may continue as separate entities but the common service units such as the Photo Sections, the Libraries etc. should be amalgamated and the same unit should serve the requirements of the various Divisions.
53	107	The various cadres of officers in the various organisations under the Ministry of Information and Broadcasting should be integrated and officers should be periodically transferred from one post to another. This will result in a more thorough understanding of the problems of the Ministry as a whole by all the Officers.
54	108	Government may examine whether the two posts of Director and Deputy Director may not be combined into one post with a pay scale of Rs. 1000—1300.
55	109	The total editorial staff should be reduced to 4 Editors and 5 Assistant Editors and the work relating to the journals and pamphlets shoud be distributed among them. The corresponding retrenchment in clerical and subordinate staff will also have to be effected. (*Minus* : 3 *Editors and* 7 *Assistant Editors.*)
56	110	The two posts of Reference Assistants and the post of Library Assistant should be abolished. (*Minus* : 2 *Reference Assistants and one Library Assistant.*)
57	111	All appointments to as many of the posts in the Division as are required to be filled in by persons with high technical qualifications, should be made, even in the first instance, only through the U.P.S.C., and the advertisements for such posts should lay down the requisite qualifications for such candidates. A Board consisting of some of the senior officers of each wing of the Division should be created who should meet frequently for the purpose of deciding the action to be taken in important cases relating to administration or staff matters or to other work of a technical nature.
58	112	The issue of picture post-cards, attractive illustrated folders, etc., should be undertaken. This may also prove to be a commercial proposition in the long run.

Serial No.	Reference to para. No. in the Report.	Summary of Conclusions/Recommendations.
59	113	Periodical conferences between the Officers of the Centre and the States engaged in publicity work should be held to work out a coordinated programme for publicity throughout the country. The Centre can guide the States in the matter of rural publicity and can coordinate the efforts of the various units. Suitable arrangements should be made to exchange articles appearing in the publications of the Centre and the States. This will achieve considerable saving in expenditure which is otherwise incurred on account of different articles being written on the same subject in different publications.

APPENDIX II

Chart showing the organisation of the Press Information Bureau at Headquarters.

Principal Information Officer

Reporter 1
Jamadar 1
Peon 1

HEADQUARTERS

Deputy Principal Information Officer, H.Qs. (No. 1) (Coordination of Administration, Publicity and Photographic Services).

Reporter 1
Peon 2

Administration

A.O.
Steno. 1
Peon 1

S.O. (Grade II)

S.O. (Grade III)

Establishment Section
Assistant 6
L.D.C. 3
Daftry 3
Peon 1

Disbursing Officer and Accounts

General Section
Assistant 2
L.D.C. 14
Staff Car Driver 1
Daftry 1
Peon 2
Farash 3
Sweeper 4
Chowkidar 2

Photographic Services

Information Officer
Steno. 1
Peon 1

A.I.O. 1

S.O. (Grade III)

Photo Publicity Section
I.A. 1
Assistant 5
L.D.C. 3
Daftry 4
Peon 3

Officer-in-charge Photo Studio
Peon 1

Photographers 3

Photo Studio
Bromide Printer 4
Finisher 3
Dark Room Assistant 4
L.D.C. 3
Glazer 1
Trimmer 2
Daftry 2
Peon 5

Liaison with Rashtrapati Bhawan and Publicity for Ministry of States

Branch Offices (Coordination of publicity and administration.)

Deputy Principal Information Officer, H. Qs. (No. 2) (Public Relations; Hindi and Urdu Publicity; Ministries in the Welfare Group; Newspaper and Analysis and Distribution Services).

Steno 1
Peon 1

Publicity for Ministry of I. & B.

Incharge Welfare Group

Rehabilitation
Information Officer
Steno. 1
Peon 1
Labour (and Communications, *see* under "Technical Group")

Education, Health, N.R. & S.R.
Information Officer
Steno. 1
Peon 1

A.I.O.
Steno 1/2
Peon 1/2

Two posts of Peons are sanctioned for Stenographers at headquarters.

Public Relations and Distribution

Press Facilities Officer
Steno. 1
Peon 1

Public Relations
Assistant Press Facilities Officer

Distribution
S.O. (Grade III)

Departmental Publicity Section
Assistant 8
L.D.C. 3
Daftry 2
Peon 2

Distribution Section
Assistant ..
L.D.C. 16
T.O. 5*
G.A. 4
Add. Operator 2
Daftry 12
Peon 19

Receipt and Issue Section
Assistant 1
L.D.C. 9
Daftry 2
Peon 10

*Includes one T.O. for Kashmir Publicity.

Hindi and Urdu Services

Hindi
Information Officer
Steno. 1
Peon 1
A.I.O. 2

Hindi Section
I.A. 2
Translator 2
Hindi Typist 3
Assistant 1*
L.D.C. 1*
Daftry 1
Peon 2

Urdu
Information Officer
Steno. 1
Peon 1
A.I.O. 2

Urdu Section
I.A. 2
Translator 3
Calligraphist 2
Assistant 1*
Clerk 1*
Daftry 1
Peon 1

*The Assistant and L.D.C. are common to Hindi Section and Urdu Section.

Newspaper and Analysis Services

A.I.O. 2
Steno. 1
Peon 1
S.O. (Grade III)

Newspaper and Analysis Section (including Special Unit)
I.A. 6
Assistant 8
Librarian 1
L.D.C. 7
Daftry 13
Peon 2

Note:—A.O. stands for Administrative Officer.
A.I.O. stands for Assistant Information Officer.
S.O. stands for Section Officer.
I.A. stands for Information Assistant.
T.O. stands for Teleprinter Operator.
L.D.C. stands for Lower Division Clerk.
G. A. stands for Gestetner Attendant.

Deputy Principal Information Officer (Food and Agriculture) (Ministries in the Economic and Technical Groups, and Food and Agriculture Publicity Unit)

Stenographer 1
Peon 1

Technical Group

Railways and Transport
Information Officer
Steno. 1
Peon 1
(Communications and Labour under "Welfare Group")
Information Officer
Steno. 1
Peon 1

Irrigation and Power, Works, Housing and Supply.
Information Officer
Steno. 1
Peon 1

A.I.O.
Steno 1/2
Peon 1/2

Economic Group

Food and Agriculture
Information Officer
Steno. 1
Peon 1

Finance and Planning Commission
Information Officer
Steno. 1
Peon 1

Commerce and Industry, Production
Information Officer
Steno. 1
Peon 1

A.I.O.
Steno. 1/2
Peon 1/2

Food and Agriculture Publicity Unit.

Campaign Officer
Steno. 1
Peon 1

Asstt. Campaign Officer
Steno. 1

Assistant 2
L.D.C. 3
Daftry 1
Peon 1

Deputy Principal Information Officer (External Affairs) (Ministries in the External and Home Groups)

Steno. 1
Peon 1

Publicity for Ministry of External Affairs, Prime Minister's Secretariat and Cabinet Secretariat

Incharge Home Group

Home, Law, Election Commission, Parliament Secretariat
Information Officer
Steno. 1
Peon 1

A.I.O.
Steno 1/2
Peon 1/2

Kashmir Unit

Assistant Information Officer
Steno. 1

I. A. 1
Peon 1

APPENDIX III

Functions and Strength of Sections of the Press Information Bureau

Departmental Publicity Section.—(8 Assistants, 3 Clerks L.Dn , 2 Daftries and 2 Peons).

Ministerial work connected with production and distribution of information services, accreditation of Press representatives, provision of facilities to accredited Press representatives, visiting journalists and arrangements or Press parties and Press delegations, maintenance of quick reference material maintenance of classified collection of information material, routine arrangements for Press Conferences.

**Hindi Unit.*—(1 I.O., 2 A.I.Os., 2 I.As., 2 Translators, 3 Hindi typists, *1 Assistant, 1 Stenographer, 1 Daftry and 3 Peons).

Urdu Unit.—(1 I.O., 2 A.I.Os., 2 I.As., 3 Translators, 2 Calligraphists 1 Stenographer, 1 Clerk L.Dn., 1 Daftry and 2 Peons).

(*i*) Provision of Information services to the Hindi and Urdu Press.

(*ii*) Study of reports and comments in Hindi and Urdu Press.

(*iii*) *Ad hoc* analysis of publicity in the Hindi and Urdu Press.

(*iv*) Preparation of Hindi and Urdu Press round-ups of news and views for the information of Ministries.

(*v*) Service of Hindi Press clippings for Rashtrapati Bhavan.

(*vi*) Liaison with the Hindi and Urdu Press.

(*vii*) Study of reports and comments in the Urdu Press of India and Pakistan, with particular reference to Indo-Pakistan Agreements.

Newspaper and Analysis Section.—(2 A.I.Os., Section Officer Grade III, 6 I.As., 8 Assistants, 1 Librarian, 7 Clerks L.Dn., 13 Daftries and 3 Peons).

Examination of reports and comments in English newspapers, supply of clippings of interest to Ministries and their attached and subordinate offices, filing, indexing and maintenance of clippings, maintenance of an indexed record of leading Indian newspapers, maintenance of information about newspapers, preparation and production of a publication entitled " Guide to Selected Newspapers and Periodicals in India ", collection and supply of information on infringement of the Indo-Pakistan Agreement and the recommendations of the Indo-Pakistan Information Consultative Committee, study of Press releases by Foreign Embassies.

Photo Publicity Section.—(1 Photo Editor, 1 Assistant Photo Editor, Section Officer Grade III, 1 I.A., 5 Assistants, 3 Clerks L.Dn., 4 Daftries and 4 Peons).

---

*Ministerial staff namely, 1 Assistant and 1 Clerk, is common to both the Units.

Provision of Photographic services to Indian Press and to XP Division of E. A. Ministry for Overseas posts on Government of India's activities and (for XP Division only) on cultural and economic subjects, planning of exhibition photographs, maintenance of classified and indexed photographic library, purchase of chemicals and photo goods, and supply of prints on payment to non-publicity organisations, etc.

Photo Studio.—(1 Officer-in-Charge, 3 Photographers, 4 Bromide Printers, 3 Finishers, 4 Dark Room Assistants, 3 Clerks L.Dn., 1 Glazer, 2 Trimmers, 2 Daftries, and 6 Peons).

Coverage of photographic assignments in Delhi and outside, production of photographic prints including exhibition size enlargements, maintenance of negatives and stocking photographic material and equipment.

Establishment Section.—(Section Officer Grade II, 6 Assistants, 3 Clerks L.Dn., 3 Daftries and 2 Peons).

All administration work relating to staff Class I, II and III, budget and control of expenditure.

General Section.—(Section Officer Grade III, 2 Assistants, 14 Clerks L.Dn., 1 Staff Car Driver, 1 Daftry, 2 Peons, 3 Farashes, 4 Sweepers and 2 Chowkidars).

Accounts, administration work relating to Class IV Staff general office arrangements.

Distribution Section.—(Section Officer Grade III, 16 Clerks L.Dn., 5 Teleprinter Operators, 4 Gestetner Attendants, 2 Addressograph Operators, 12 Daftries and 19 Peons).

(*i*) Typing, comparing and duplication of publicity material.

(*ii*) Daily fixed-time and special local deliveries for publicity material to Press representatives and newspaper offices, foreign embassies in Delhi and New Delhi.

(*iii*) Despatch of publicity material to newspaper offices and other recipients outside Delhi by post, airfreight and to Bureau's Branch Offices by teleprinter.

(*iv*) Night duty and holiday duty.

(*v*) Procurement and supply of stationery.

Receipt and Issue Section.—(1 Assistant, 9 Clerks L.Dn., 2 Daftries and 10 Peons).

Receipt and registration of communications, typing and despatch of all outgoing communications, other than publicity material.

APPENDIX IV

The sanctioned strength of officers and staff of the Press Information Bureau as on Oct. 1, 1952.

Gazetted Officers.

Serial No.	Post	Permanent	Temporary	Total
1	Principal Information Officer (Rs. 2,000 (fixed).	1	..	1
2	Armed Forces Information Officer (Rs. 1300—60—1600).	..	1	1
3	Deputy Principal Information Officer (Rs. 1000—50—1300 *plus* Rs. 200 S.P. for Hd. qrs. posts).	3	4*	7
4	Information Officer (Rs. 720—40—1000).	6	9	15
5	Officer-in-Charge, Photo Studio (Rs. 720—40—1000 *plus* Rs. 150 for supervising the second shift of the Photo Studio).	1	..	1
6	Press Facilities Officer (Rs. 720—40—1000).		1	1
7	Campaign Officer (Rs. 720—40—1000).	..	1	1
8	Administrative Officer (Rs. 530—30—800 and 600—40—800 for pre-1931 entrants who did not elect prescribed scales of pay).	1	..	1
9	Section Officer (Grade II) Rs. 530—30—800).	..	1	1
10	Photographer (Rs. 350—25—500—E.B.—30—620).	2	2	4
11	Assistant Information Officer (Rs. 350—25—500—E.B.—30—620).	7	14†	21†
12	Assistant Campaign Officer (Rs. 350—25—500—E.B.—30—620).	..	1	1
13	Assistant Press Facilities Officer (Rs. 350—25—500—E.B.—30—600).	..	1	1
14	Chief Superintendent (Rs. 400—20—500 *plus* S.P. 100/-)	1		1(held in abeyance
15	Section Officer (Grade III) [Rs. 275(325)—25—500]	3	4	7
	TOTAL	25	39	64

*One post of DPIO at Jullundur to remain unfilled till such time as I.O. remains posted there. This I.O. is in addition to the 15 I.Os. shown above.

†Includes one for Kashmir publicity.

Non-Gazetted Staff
(*March* 1, 1953)

	Designation	Permanent	Temporary
1	Assistants	20	16
2	Clerks II Division	5	..
3	Librarian	1	..
4	Clerks III Division	46	30
5	Reporter	1	1
6	Stenographer	12	20
7	Cine Cameraman	..	1
8	Information Assistants	8	10
9	Photographer (Junior)	..	1
10	Translator	7	9
11	Calligraphist	..	2
12	Teleprinter Curator	..	9
13	Indian Language Typist	5	8
14	Bromide Printer	2	4
15	Finisher	1	4
16	Dark Room Assistants	2	4
17	Gestetner Attendants	4	6
18	Addressograph Operator	1	1
	TOTAL	115	127
Class IV			
1	Glazor	..	1
2	Trimmer	1	1
3	Record Sorter	2	..
4	Daftris	24	24
5	Peons	57	58
6	Chowkidars	..	5
7	Sweeper	..	5
	TOTAL	84	94

APPENDIX VII

Ministry of External Affairs

Staff at the Headquarters of the External Publicity Division.

Serial No.	Nomenclature of post	No. of posts	India-based or Local	Scale of Pay
				Rs.
1	Deputy Secretary	1	..	As usual.
2	Director, Indian Information Services.	1	..	1300—60—1600
3	Under Secretary	1	..	Usual.
4	Information Officers	4	..	720—40—1000
5	Asstt. Information Officers	5	..	350—25—500—30—620
6	Asstt. Research Officers	3	..	Do.
7	Liaison Officer	1	..	Do.
8	Section Officers	3	..	Usual Sectt. scale of pay.
9	Information Assistants	2	..	300—20—500
10	Research Assistants	3	..	Do.
11	Assistants	20	..	Usual Sectt. scale of pay.
12	Stenographers	12	..	Do.
13	Clerks	26	..	Do.
14	Gestetner Operator	1	..	60—5—100
15	Operator (Press)	1	..	125—6—185
16	Printer (Press)	1	..	54—2—60—5/2—75
17	Helper (Press)	1	..	35—1—50—2—60
18	Staff Car Driver	1	..	Usual.
19	Daftries	8	..	Usual.
20	Peons	25	..	Usual.
21	Sweepers	2 (One part-time).	..	Usual.

Statement showing strength of Staff on Information side in Indian Missions abroad on 1-12-53.

Serial No.	Designation of the post	No. of posts	Whether India-based or locally recruited	Scale of pay	Remarks
1	2	3	4	5	6
			Burma	Rs.	
1	Press Attache	1	India-based	700—50—1000	
2	Journalist Asstt.	1	Do.	300—20—500	

1	2	3	4	5	6
			Burma—contd.	Rs.	
3	Senior Clerk . .	1	Locally recruited	100—10—200	
4	Stenographer . .	1	Do. .	125—5—180—10—300	
5	Junior grade clerks .	4	Do. .	60—5—100	
6	Burmese Translators	2	Do. .	160—10—200—15—300	
7	Wireless operator .	1	Do. .	250 fixed pay.	
8	Burmese Typist .	1	Do. .	100—10—200	
9	Dafiry . . .	1	Do. .	15—½—20—1—30	
10	Peons . . .	6	Do. .	14 fixed.	
11	Chowkidars . . .	2	Do. .	28 fixed.	
			Djakarta (Indonesia)		
12	Press Attache .	1	India-based .	700—50—1000	
13	Stenographer . .	1	Do. .	160—10—330	
14	Clerk-typist . .	1	Do. .	55—3—170	
15	Clerks . . .	2	Do. .	55—3—170	
16	Morse (Wireless) Operator.	1	Do. .	80—5—220	
17	Indonesian-*cum*-Dutch Translators.	1	Locally recruited	Rupiahs 700 p.m. (In the scale of Rs. 700—40/2—900).	
18	Clerk-Translator .	1	Do. .	Do.	
19	Class IV servants .	5	Do. .	Rupiahs 200—5—275	
20	Watchman . .	1	Do. .	Rupiahs 610-00 or Rs. 254-3-0 p.m.	
			Goa		
21	Publicity Asstt. .	1	Locally recruited	Rs. 300 p.m.	
			Johannesburg (South Africa)		
22	Information Asstt. .	1	India-based .	300—20—500	
23	Translator (Part-time)	1	Locally recruited	Local rates of pay and allowances.	
			Manila (Philippines)		
24	Publicity Assistant .	1	Locally recruited	Pesos 150 (Rs. 357).	
25	Messenger . .	1	Do. .		
			Moscow		
26	Wireless Operator .	1	India-based	80—5—220	
			Rome		
27	Publicity-*cum*-Cultural Attache.	1	India based .	600—40—800	
28	Assistant . .	1	Do. .	160—10—450	
29	Translator . .	1	Locally recruited	Local rates of pay and allowances.	
30	Typist . .	1	Do. .	Do.	
31	Messengers . .	2	Do. .	Do.	

1	2	3	4	5	6
			Singapore	Rs.	
32	Information Officer	1	India-based .	720—40—1000	
33	Publicity Assistant .	1	Do. .	300—20—500	
34	Upper Division Clerk	1	Locally recruited	On local rates of pay and allowances.	
35	Steno-typist . .	1	Do. . .		
36	Wireless Operator .	1	Do. .		
37	Lower Division Clerks.	3	Do. . .		
38	Chinese Translator .	1	Do. . .		
39	Peons . . .	4	Do. . .		
			San Francisco		
40	Information Assistant	1	India-based .	300—20—500	
			Trinidad		
41	Information Assistant	1	India-based .	300—20—500	
			Wellington		
42	Clerk-Typist . .	1	Locally recruited	Local rates of pay and allowances.	

Statement of Staff employed in the Embassies abroad

Serial No.	Designation of the post	No. of posts	India-based or local	Scale of pay
1	2	3	4	5
			I. I. S. CAIRO	Rs.
1	Public Relations Officer	1	India-based . . .	1300—60—1600
2	Assistant Press Attache.	1	Do. . . .	350—25—500—30—620
3	Assistants . .	2	Do. . . .	160—10—300—15—450
4	Stenographers .	2	(One India-based and one local).	160—10—330
5	Clerk . . .	1	India-based . . .	55—3—85—4—125—5—130—EB—8—170.
6	Despatcher . .	1	Local recruit.	
7	Clerks . . .	2	Do.	
8	Translators . .	2	Do.	
9	Morse Operator .	1	Do.	
10	Telephone Operator	1	Do. . . .	LE. 180—15—300 per annum.
11	Class IV servants .	4	Do.	
12	Cleaner Farrash .	2	Do.	
13	Assistant Superintendent.	1	India-based . . .	275—25—500
14	Officer on Special Duty.	1	Do. . . .	500 p.m.

1	2	3	4	5
				Rs.
		ARABIC UNIT		
15	Editor in charge .	1	Local recruit	
16	Arabic Journalist-Translator.	1	Do.	
17	Sub-Editor . .	1	Do.	
18	Typist . . .	1	Do.	
19	Class IV servant .	1	Do.	
		I. I. S. ANKARA		
1	Press Attache .	1	India-based . . .	720—40—1000
2	Assistant . .	1	Do. . . .	160—10—300—15—450
3	Stenographer	1	Do. . . .	160—10—330
4	Translator . .	1	Local recruit.	
5	Press Reader . .	1	Do. . .	
6	Morse Operator .	1	Do.	
7	Clerk Typist . .	1	Do.	
8	Peons . . .	3	Do.	
		ISTANBUL		
9	Assistant . .	1	Local recruit.	
10	Peon . . .	1	Do.	
		I. I. S., TEHRAN		
1	Press Attache .	1	India-based . . .	720—40—1000
2	Assistant . .	1	Do. . . .	160—10—300—15—450
3	Stenographer . .	1	Do. . . .	160—10—300—15—450
4	Press Readers .	2	Local recruit.	
5	Translator . .	1	Do.	
6	Persian Typist .	1	Do.	
7	Morse Operator .	1	Do.	
8	Class IV servants .	3	Do.	
		I. I. S., BAGHDAD		
1	Press Attache .	1	India-based . . .	720—40—1000
2	Stenographer . .	1	Do. . . .	160—10—330
3	Assistant . .	1	Do. . . .	160—10—300—15—450
4	Clerk-Typist .	1	Do. (Vacant) .	55—3—85—4—125—5—130—EB—8—170.
5	Press Reader . .	1	Local recruit.	
6	Morse Operator .	1	Do.	
7	Arabic Typist .	1	Do.	
8	Daftri . . .	1	Do.	
9	Peons . . .	3	Do.	

1	2	3	4	5
				Rs.
			I. I. S., BEIRUT	
1	Information Officer	1	India-based	720—40—1000
2	Stenographer	1	Do.	160—10—330 (Vacant).
3	Clerk-Typist	1	Local recruit.	
4	Journalist-Translator	1	Do.	
5	Class IV servants	2	Do.	
			I. I. S., JEDDAH	
1	Information Assistant	1	India-based	300—20—500 (Vacant).
			COLOMBO	
1	Information Officer	1	India-based	720—40—1000
2	Assistant	1	Local.	
3	Stenographer	1	Local.	
4	Sinhalese Translator	1	Local.	
5	Morse Operator	1	Local.	
6	Peon	1	Local.	
			KATHMANDU	
1	Information Officer	1	India-based	720—40—1000
2	Assistant	1	Do.	160—10—300—15—450
3	Stenographer	1	Do.	160—10—330
4	Translator	1	Local.	
5	Peons	2	Local.	
			PEKING	
1	Information Officer	1	India-based	720—40—1000
2	Assistant	1	Do.	160—10—300—15—450
3	Stenographer	1	Do.	160—10—330
4	Translator-*cum*-Interpreter.	1	Local.	
5	Morse Operator	1	Local.	
6	Typist-clerks	2	Local.	
7	Class IV Servants	2	Local.	
			SYDNEY	
1	Information Officer	1	India-based	720—40—1000
2	Assistant	1	Local.	
3	Stenographer	1	India-based	160—10—330
4	Steno-typist	1	Local.	
5	Messenger-Clerks	2	Local.	

1	2	3	4	5
				Rs.
			TOKYO	
1	Information Officer	1	India-based . . .	720—40—1000
2	Assistant . .	1	Do. . . .	160—10—300—15—450
3	Stenographer . .	1	Do. . . .	160—10—330
4	Translator-*cum*-Sub-Editor.	1	Local.	
5	Librarian . .	1	Local.	
6	Clerk-*cum*-typist .	1	Local.	
7	Class IV servant .	1	Local.	
			BONN	
1	Information Officer	1	India-based . . .	720—40—1000
2	Steno-*cum*-Asstt. .	1	Do. . . .	160—10—330
3	Typist-stenographer	1	Local.	
4	Clerk-*cum*-Librarian	1	Local.	
5	Morse Operator .	1	Local.	
6	Messengers . .	1	Local.	
			BRUSSELS	
1	Assistants .	2	Local.	
2	Morse Operator	1	Do.	
			NAIROBI	
1	Information Officer	1	India-based . . .	720—40—1000
2	Assistant . .	1	India-based . . .	160—10—300—15—450
3	Stenographer . .	1	India-based . . .	160—10—330
4	Clerks . . .	2	India-based . . .	55—3—85—4—125—5—130—8—170.
5	Morse Operator .	1	Local.	
6	Swahili Translator .	1	Local.	
7	Daftry . . .	1	Local.	
8	Peons . . .	2	Local.	
			LONDON	
1	Public Relations Officer.	1	India-based . .	1300—60—1600
2	Information Officer	1	Do. . . .	720—40—1000
3	Assistant Information Officers.	2	Do. . . .	350—25—500—30—620
4	Assistant Superintendent.	1	Do. . .	275—25—500
5	Assistant Principal .	1	Local	
6	Librarian . .	1	Do.	
7	Executive Officer .	1	Do.	
8	Clerical Officers .	5	Do.	

1	2	3	4	5
				Rs.
9	Clerical Officer (Secy.)	1	Local.	
10	Stenographers .	2	Do.	
11	Typists/clerks .	3	Do.	
12	Morse-Operator .	1	Do.	
13	Messengers . .	2	Do.	
			PONDICHERRY	
1	Assistant Press Attache.	1	India-based . . .	350—25—500—30—620
2	Stenographer .	1	Local.	
3	Clerk . .	1	Do.	
4	Peons . .	2	Do.	
			PARIS	
1	Information Officer	1	India-based . . .	720—40—1000
2	Assistant . .	1	Do. . . .	160—10—300—15—450
3	Stenographer . .	1	Do. . . .	160—10—330
4	French Translator .	1	Local.	
5	Clerks . . .	2	Do.	
6	Typist . . .	1	Do.	
7	Morse-Operator .	1	Do.	
8	Messenger . .	1	Do.	
			SALISBURY	
1	Assistant Information Officer.	1	India-based . .	350—25—500—30—620
2	Assistant . .	1	Do. . .	160—10—300—15—450
3	Steno-typist . .	1	Do. . .	55—3—85—4—125—5—130—8—170 plus spl. pay of Rs. 20 p.m.
4	Peon	1	Local.	
			THE HAGUE	
1	Assistant Information Officer.	1	India-based . .	350—25—500—30—620
2	Steno-typist . .	1	Local.	
3	Dutch Translator .	1	Local.	
			*ACCRA (GOLD COAST)	
1	Information Officer	1	India-based . . .	720—40—1000
2	Assistant . .	1	Do. . . .	160—10—300—15—450
3	Stenographer . .	1	Do. . . .	160—10—330
4	Clerk . . .	1	Do. . . .	55—3—85—4—125—5—130—8—170
5	Peons . . .	2	Local.	

* Not yet functioning but staff sanctioned.

Sl. No.	Designation of the post	No. of posts	Whether India-based or locally-recruited	Scales of pay	Remarks
1	2	3	4	5	6
				Rs.	
			DACCA		
1	Asstt. Information Officer.	1	India-based	350—25—620	
2	Assistant	1	Do.	160—10—300—15—450	
3	Stenographer	1	Do.	160—10—330	
4	Clerk	1	Do.	55—3—85—4—125—5—130—EB—8—170	
5	Peons	2	Do.	30—½—35	
6	Darwan	1	Locally recruited		
7	Sweeper	1	Do.	Paid from contingencies.	
			LAHORE		
1	Press Attache	1	India-based	720—40—1000	
2	Information Assistant	1	Do.	300—20—500	
3	Clerks	2	Do.	55—3—85—4—125—5—130—EB—8—170	
4	Stenographer	1	Do.	160—10—330	
5	Peons	3	Locally recruited		
6	Daftry-cum-Gestetner Operator.	1	Do.		
			KARACHI		
1	Information Officer	1	India-based	720—40—1000	
2	Assistant	1	Do.	160—10—300—15—450	
3	Clerk	1	Do.	55—3—85—4—125—5—130—EB—8—170	
4	Peons	2	Locally recruited		
5	Stenographer	1	India-based	160—10—330	
			KABUL		
1	Press Attache	1	India-based	720—40—1000	
2	Stenographer	1	Do.	160—10—330	
3	Translator	1	Do.	250—10—300—15—450—25/2—500	
4	Clerks	2	Do.	55—3—85—4—125—5—130—EB—8—170	
5	Daftry	1	Locally recruited		
6	Peons	2	Do.	..	
			BUENOS AIRES		
1	Information Officer	1	India-based	720—40—1000	
2	Assistant	1	Do.	160—10—300—15—450	
3	Stenographer	1	Do.	160—10—330	

1	2	3	4	5	6
				Rs.	
4	Translator	1	Locally recruited.		
5	Clerk . .	1	Do.		
6	Peons . .	2	Do.		
			OTTAWA		
1	Information Officer		India-based . .	720—40—1000	
2	Chief Clerk . .	1	Locally recruited		
3	Stenographer-Secretary.	1	Do.		
4	Steno-typist .	1	Do.		
5	Typist Clerk .	1	Do.		
6	Messenger Clerk	1	Do.		
			RIO-DE-JANEIRO		
1	Information Officer	1	India-based .	720—40—1000	
2	Assistant . .	1	Do. .	160—10—300—15—450	
3	Stenographer . .	1	Do. . .	160—10—330	
4	Clerk . . .	1	Locally recruited.		
5	Translator . .	1	Do. . .		
6	Do. . .	1	Do. . .	....	Part time .
7	Class IV Servants .	2	Do.		
			WASHINGTON		
1	Public Relations Officer.	1	India-based .	1300—60—1600	
2	Director . .	1	Do. . .	1000—50—1300	
3	Registrar . .	1	Do. . .	530—30—800	
4	Asstt. Superintendent	1	Do. . .	275—25—500 At present the post is filled by a locally recruited person designated as Supervisor.	
5	Research Assistants	2	Locally recruited		
6	Junior Research Assistants.	3	Do.		
7	Clerks . . .	7	Do.		
8	Librarian . .	1	Do.		
9	Establishment Assistant	1	Do.		
10	Films Assistant .	1	Do.		
11	Daftry Mimeograph Operator.	1	Do.		
12	Messenger . .	1	Do.		
13	Secy. Stenographers	3	Do.		
14	Steno-typist . .	1	Do.		
15	Research Officer .	1	Do.		

1	2	3	4	5	6
				Rs.	
			NEW YORK		
1	Information Officers	2	India-based .	720—40—1000	One attached to Indiadel.
2	Secy. Stenographers	2	Do.		
3	Research Assistants	2	Locally recruited		
4	Clerks . . .	2	Do.		
5	Messenger Clerk .	1	Do.		

APPENDIX VIII

Headquarters Organisation of the External Publicity Division

The headquarters organisation has a number of Technical Officers and three main sections. Their functions are distributed as under :—

(i) *Technical Officers.*—Preparation of publicity directives, material for wireless transmissions and cables, feature articles, provision of source material for external services, analysis of paper and periodicals, editing and scrutiny of incoming cables, press reviews and liaison with foreign visitors.

(ii) *External Publicity (Policy) Section.*—External Publicity policy and direction ; issue of publicity directives, political appreciations, measures to counteract anti-Indian propaganda, broadcasting assistance for A.I.R. external services programmes and co-operation between A.I.R. and foreign broadcasting stations, monitoring reports of world radio stations received from Director of Monitoring Services, Simla, Utilisation of private news agencies for external publicity, arranging appointments of correspondents for newspapers abroad, facilities for visits of foreign journalists to India, selection and supply of Indian documentary and feature films to external posts, supply of film projectors and gramophone records to external posts, International film festivals, films productions by foreign producers in India, setting up of libraries in and supply of books to Indian diplomatic missions abroad, presentation of books to important personalities, public libraries abroad, etc., in consultation with the Ministry of Education, publicity arrangements for delegations, visitors and conferences abroad, action on daily press reviews, fortnightly press reports, monthly, six-monthly, and annual publicity reports and report on cultural activities from external publicity and other mission abroad, fostering cultural relations with foreign countries, exhibitions abroad of Indian works of art in consultation with the Ministry of Education, Publicity Co-ordination committee.

(iii) *External Services (XS) Section.*—Wireless and cable services giving important news and views and background to news, arrangements for morse reception in Indian Missions abroad, distribution of publicity material *e.g.* pamphlets, press releases, newspapers, periodicals, Central and State Government publications, etc., preparation and distribution of pamphlets and feature articles, supply of visual, publicity material comprising photographs, maps, ebonoids, blocks, etc., special material for publication in bulletins issued by missions abroad ; requests from abroad for information and publicity material on India, foreign requests for pen-friendship.

(iv) *External Publicity Administration (XPA) Section.*—Administration and control of external publicity organisations abroad, establishment matters connected with all staff employed in the external publicity posts, creation of new publicity set-ups, formation

of India Information Services Cadre, recruitment of publicity officers, etc.

The publicity organisations abroad issue periodical bulletins—daily, weekly, fortnightly, monthly and quarterly—to keep foreigners fully informed of day to day developments in this country and on all matters of interest to them. They also submit periodical reports on the publicity work being done by them.

APPENDIX IX

Analysis of Press Reactions

English—

(*i*) Approximate No. of daily Press cuttings . . . 2,800

(*ii*) Total No. of batches 130

(*a*) Bureau's Officers 22

(*b*) Ministries 108

(*iii*) No. of Ministries which receive batches mentioned at (*b*) above . . . . . 21 Ministries plus Press Commission, Parliament Sectt., Prime Minister's Sectt., U.P.S.C. etc.

(*iv*) *Number of papers scrutinised* :—

	Total
English—	
Indian papers—20 dailies, 9 weeklies, 1 other periodical *Pakistan papers*—7 dailies, 1 weekly *Other Foreign papers*—3 dailies, 26 weeklies and other periodicals	67
Hindi— 31 dailies, 13 weeklies and 24 other periodicals	68
Urdu— *Indian papers*—31 dailies, 1 bi-weekly and 6 weeklies *Pakistan papers*—12 dailies, 2 weeklies and 1 other periodical	53
Bengali— 6 dailies, 4 weeklies including 2 bi-weeklies	10
Gujerati— 5 dailies, 7 weeklies	12
Marathi— 7 dailies, 1 tri-weekly and 1 weekly	9
Tamil— 9 dailies, 12 weeklies and 3 other periodicals	24

APPENDIX X

Statement showing the number of prints distributed, assignments covered and papers on the mailing list for photographs during the years 1950—53.

	1950	1951	1952	1953 (Jan. to Sep.)
No. of prints distributed in India . .	63,563	52,550	75,778	53,006
No. of prints distributed to overseas posts and for foreign publicity . . .	47,501	52,823	75,062	47,507
TOTAL	111,064	105,373	150,840	100,513
No. of assignments covered by photographers	784	978	1,624	1,162
No. of newspapers and periodicals on the mailing list for photographs—				
Headquarters	79	92	106	133
Regional Offices	72	72	72	72
TOTAL .	151	164	178	205

APPENDIX XI

List of pamphlets published by the Publications Division since the year 1947-48

1947-48

1. King Cotton.
2. Ajkal 15th August, 1947.
3. Our Merchant Seamen.
4. Spotlight on South Africa.
5. Labour in India (English).
6. Mahatma Gandhi's Post Prayer Speeches Vol. I. No. 1.
7. Mahatma Gandhi's Post Prayer Speeches Vol. I. No. 2.
8. Burma Souvenir.
9. Mahatma Gandhi's Post Prayer Speeches Vol. I. No. 3.
10. Ceylon Souvenir.

1948-49

1. A.I.R. Homage to Mahatma Gandhi.
2. Millions on the Move.
3. Homage (1st edition).
4. Indian Administrative Service School.
5. India.
6. Damodar Valley Project (English).
7. The First Year.
8. Bhaio Aur Behno Vol. IV (Hindi).
9. Mazdooron-ka-Sarkari Bima (Hindi).
10. The Kashmir Story.
11. India (2nd edition).
12. Bhaio Aur Behno Vol. V (Hindi).
13. Railway Grainshop Committee Report (Hindi).
14. Child Training.
15. India's Minorities (English).
16. Bhartiya Kala Pradarshini (Hindi).
17. India on Wings.
18. Why India Starves and its Remedy.
19. Catalogue for the Historical Records Commission.
20. Meteorology in India.
21. Indian Art Through the Ages.
22. After Partition.

23. India's Navy and How to Join It.
24. Our Roads.
25. Ganga Khadir.
26. The Three Pillars of State.
27. Bharat Sarkar Ka Shram Sachivalaya (Hindi).
28. Indian States Today.
29. Rajaji's Speeches.
30. Sardar Patel on Indian Problems.
31. Homage (Reprint).
32. Hindi Ki Pradeshik Shashan (Hindi).
33. Petit Course.
34. India (III edition).

1949-50

1. Damodar Ghati Yojna (Hindi).
2. Conference on Indonesia.
3. India's Foreign Policy.
4. Rajaji's Speeches (Reprint).
5. Training Ship Dufferin.
6. India's Minorities (Persian).
7. This Demi-Paradise—A Guide to Kashmir.
8. India's Charter of Freedom (English).
9. Hindustan Ki Akliyaten (Urdu).
10. Burma—Our Neighbour.
11. Hindu Code Bill (Hindi).
12. Damodar Valley Project (Bengali).
13. Bharat Ki Swadhinta Ka Adhikar Patra (Hindi).
14. Reclamation of 'Kans' Land.
15. The Second Year.
16. Independence and After.
17. Call to the Plough.
18. The Training Ship Dufferin (Reprint).
19. The Chenna Kesava Temple at Belur (1st Edition).
20. Ganga Khadir (Reprint).
21. Rehabilitation of Displaced Persons.
22. India's Army and How to Join It.
23. Hal Joto (Hindi).
24. Alu-Ki-Kheti (Hindi).
25. Low Cost Houses.
26. About India.
27. Self Sufficiency in Food (English).
28. Defending Kashmir.

29. Labour in India (Arabic).
30. Concerning Evacuees Property.
31. Our Constitution (English).
32. Our Flag.
33. Rashtra Nirmata Gandhi (Hindi).
34. The Second Year (Reprint).
35. Indian Highway Safety Code.
36. Our Flag (Revised Edition).
37. India—A Pictorial Survey.
38. The Chenna Kesava Temple at Belur (2nd Edition).
39. Rashtra Nirmata Gandhi (Reprint) (Hindi).
40. Our Constitution (English) (Revised Edition).
41. Kashmir Calling.

1950-51

1. India—A Pictorial Survey (De Luxe Edition).
2. Republic Day—A Pictorial Survey.
3. D.S.R. and C.S.I.R. (Hindi).
4. India—Tourist Information.
5. Beopario Anaj Ki Raksha Karo (Hindi).
6. Indo-Pakistan Agreement (leaflet) (Urdu).
7. Indo-Pakistan Agreement (leaflet) (English).
8. Indo-Pakistan Agreement (Pamphlet).
9. Our Constitution (English) (3rd Edition).
10. Agriculture in India.
11. Indo-Pakistan Agreement (Hindi) (Pamphlet).
12. Indo-Pakistan Agreement (Urdu) (Pamphlet).
13. Indo-Pakistan Agreement (Leaflet) (Hindi).
14. Indo-Pakistan Agreement (Bengali).
15. Compost Manure.
16. Winged Menace.
17. Tiddi (Hindi).
18. Sardar Patel's Speech at Calcutta (Hindi).
19. Help Grow More Food (English).
20. Sardar Patel's Speech at Calcutta (Bengali).
21. Indo-Pakistan Agreement (Bengali) (Pamphlet).
22. Hamara Samvidhan (Hindi).
23. Freedom From Foreign Bread.
24. Van Pradhan Bhartiya Sanskriti (Hindi).
25. Indo-Pakistan Agreement (English Pamphlet) (Reprint).
26. Indo-Pakistan Agreement (Leaflet) (Reprint).
27. Our Flag (Revised).
28. Our Government.

29. The Third Year (English).
30. About India (Revised Edition).
31. India in Maps.
32. Self Sufficiency in Food (Hindi).
33. Hal Joto (2nd Edition).
34. Indian Research Fund Association Annual Report.
35. Nana Pantha (Bengali).
36. Science in Free India.
37. Compost (Hindi).
38. The Central Food Technological Institute, Mysore.
39. The Central Food Technological Institute, Mysore (Revised).
40. Aur Koi Rasta Nahin (Hindi).
41. Aur Koi Rasta Nahin (Urdu).
42. Hirakud Dam Project.
43. Central Road Research Institute.
44. Tisra Sal (Hindi).
45. The National Metallurgical Laboratory of India, Jamshedpur.
46. Muscle Can Do It—The Story of Nilokheri.
47. Travancore and Cochin—Regional Guide.
48. The Third Year (Reprint) (English).
49. Cwinres Poona.
50. The National Metallurgical Laboratory of India, Jamshedpur (2nd Edition).
51. Rehabilitating the Uprooted.
52. Kakrapara Dam Project.
53. Water Transport in India.
54. Our Constitution (Hindi) Reprint).
55. Aparthied—Strategy of Race Discrimination.
56. Hirakud Dam Project (2nd Edition).
57. Why this Ration Cut (Hindi).
58. Why this Ration Cut (English).
59. The Census and You.
60. The Central Building Research Institute, Roorkee (1st Ed.)
61. The Central Drug Research Institute, Lucknow (1st Edn.).
62. Where to Stay in India—A Hotel Guide.
63. India—Tourist Information.
64. 5,000 Years of Indian Architecture.
65. D.S.R. and C.S.I.R. (English).
66. Learning to Earn at Arab Ki Sarai.
67. The Central Building Research Institute Roorkee (2nd Edn.)
68. The Central Drug Research Institute (2nd Edition).
69. The Handbook of India.

1951-52

1. Towards Self Sufficiency in Food (English).
2. Panorama of India.
3. National egister of Scientific & Technical Personnel in India.
4. Buddhist Shrines in India.
5. Rouon Dar Kira (Hindi).
6. Hyderabad.
7. India in World Economy.
8. Distribution of British Pharmacopocial Drug Plants and their Substitutes growing in India.
9. Housing the Displaced.
10. Akal ko Pachhariai (Hindi).
11. Austenitic Grain Size Control of Steel.
12. Towards Self Sufficiency (Hindi).
13. Jana Gana Mana (Folder).
14. More From Mother Earth.
15. Projects For Plenty.
16. Kashmir Calling (Reprinted).
17. The Fourth Year.
18. Indian Art Through the Ages.
19. Indian Art Through the Ages (De Luxe).
20. Studies in the Histology of Early Lessions in Leprosy.
21. A Career in the Armed Forces.
22. Democracy on the March.
23. Square Deal for Labour.
24. Manufacture and Application of Liquid Cold.
25. Since Independence.
26. On the Home Front.
27. Railways Go Ahead.
28. Your Rights As A Voter.
29. Results of Diet Surveys in India 1935—48.
30. A Career in the Armed Forces (Popular Edition).
31. Building A Sound Economy.
32. The Patented Inventions of C.S.I.R.
33. Our National Songs.
34. Defending Our Frontiers.
35. The Five Year Plan—A Short Introduction (Eng.).
36. For Better Health.
37. Organization and Functions of the Ministry of N.R. & S.R.
38. Progress of Science.
39. Kandla Port Project.
40. Kandla Project.
41 The Five Year Plan : A Short Introduction (Hindi).

42. Education For Democracy.
43. Indian Vegetable Oils as Fuels for Diesel Engines.
44. Bahutayat Ki Yojnaen (Hindi).
45. Bharat Ke Vardan (Hindi).
46. The Indian Government Mint:—Alipore—Calcutta.
47. Literature Review on Fats and Oils 1949.
48. Harijans Today.
49. Hamara Shasan (Hindi).
50. India-Tourist Information (III Edition).
51. Muslims in India.
52. Kashmir Calling (3rd Edition).
53. For Speedier Communication.
54. Water Transport in India (Hindi).
55. Where to Stay in India—A Hotel Guide (2nd Edition).
56. Rajasthan.
57. Santiniketan.

1952-53

1. The Internal Combustion Engine Research Committee.
2. Northern Railway.
3. Shramikon ke Prati Nyaya (Hindi).
4. Gantantra Ka Abhivan (Hindi).
5. The National Academy of Science—Business Matters.
6. Gospel of the Dirty Hand.
7. Jagan Nath Temple—Puri Orissa (Picture Post Card).
8. Nishat Bagh—Srinagar (Picture Post Card).
9. Kutub Minar (Picture Post Card).
10. Taj Mahal—Agra (Picture Post Card).
11. Some Aspects of the Finish Glass Industry.
12. Factor Affecting the Properties of Typical Zircon Porcelain: Part I.
13. Use of Processed Sand in the Indian Glass Industry.
14. Glass.
15. The Glass Industry in India.
16. The Handbook of India (2nd Edition).
17. Literature Review on Fats and Oils 1950.
18. Railon Ki Pragati (Hindi).
19. The Five Year Plan (Urdu).
20. Northern Railway (II Edition).
21. Bharat Sewak Samaj.
22. The Five Year Plan (English) Reprint.
23. Rupees 103,00,00,000 Come Out into the Open.

24. Wheat and Wheat Products As Human Food.
25. On The Home Front (Hindi).
26. Our Constitution (English) (III Revised Edition).
27. Bharat Sewak Samaj (Reprint).
28. Rupees 103,00,00,000 Come Out Into the Open (Reprint).
29. Bharat Sewak Samaj (Hindi).
30. The Fifth Year.
31. Towards A Responsible Press.
32. Muslims in India (II Print).
33. Community Projects (Hindi).
34. Towards Improved Agriculture (Reprint From M.O.I.).
35. Community Projects (Urdu).
36. Where to Stay in India—A Hotel Guide (III Reprint).
37. The Indian Constitution.
38. Technical Assistance.
39. Industry Records Progress.
40. Towards Expanding Trade.
41. Community Projects (Hindi) (II Edition).
42. Pratham Panch Varshiya Yojna.
43. Our Flag (IV Edition).
44. Community Projects (Punjabi).
45. Facts About India.
46. Community Projects (Bengali).
47. Dilwara Temples.
48. Our Government (Revised).
49. Hyderabad—See India.
50. Indian Flag.
51. First Five Year Plan (Hindi).
52. India and S.E. Asia.
53. Community Projects (Assamese).
54. Fifth Year (Hindi).
55. First Five Year Plan (People's Edition).
56. Building a Sound Economy (Hindi).
57. Kulu and Kangra.
58. Aspects of Broadcasting in India.
59. Community Projects (Marathi).
60. For Better Health (Hindi).
61. Community Projects (Gujerati).
62. Building New India.
63. Hyderabad—See India (Reprint).
64. Employees' State Insurance.
65. A.I.R. Development Plan.

1953-54

1. Our Police.
2. Gram Sudhar Ki Dishein
   (Address of Shri V. T. Krishnamachari).
3. Prashen Aur Uttar (Pahli Panch Varshya Yojna—Hindi).
4. Questions and Answers—English (First Five Year Plan).
5. Indian Handicrafts (Ordinary).
6. Where to Stay in India—A Hotel Guide (4th Edition).
7. Indian Handicrafts (De Luxe Edition).
8. Community Projects—A Road to New India (Kanarese Edition).
9. Community Projects—A Road to New India (Malayalam Edition).
10. India—A Reference Annual, 1953 (Indian Edition).
11. Gram Karya Kartaon Ke Lia Pustika (Hindi).
12. India—A Reference Annual 1953 (Overseas Edition).
13. Building New India (Hindi).
14. Hamara Laxya (Speech of Sri V. T. Krishnamachari).
15. Folding Album on Kashmir.
16. At Your Service—Posts & Telegraphs.
17. Nationalization of Air Transport (English).
18. Nationalization of Air Transport (Hindi).
19. India in Maps (Reprint).
20. The Sixth Year.
21. Rural Development Through Self Help (Hindi).
22. The Sixth Year (for countries abroad).
23. At Your Service—Posts and Telegraphs (Hindi).
24. India in Maps (for countries abroad).
25. Pahili Panch Varshiya Yojna (Yojna Ki Pragati)—Hindi.
26. Community Project—(Tamil)—A Road to New India.
27. Delhi Guide.
28. Our Forests.
29. Our Plan.
30. Our National Plan (English).
31. Colombo Plan.
32. Rural Development Through Self Help (Urdu).
33. First Five Year Plan (Reprint)—People's Edition.
34. Building New India (Urdu).
35. Our National Plan (Hindi).
36. Challenge to Democracy.
37. India Has A Plan.
38. Questions and Answers—First Five Year Plan—Kannada.
39. Industrial Policy and Planning.
40. Questions and Answers (Reprint) (Hindi).

41. Questions and Answers (Reprint) (English).
42. Building for Tomorrow.
43. Finance for the Plan.
44. Interim Compensation Scheme (English).
45. Interim Compensation Scheme (Hindi).
46. Independence and After (Hindi) 1946-1949.
47. A.I.R. Development Plan (Hindi).
48. Facts About India (De Luxe).
49. Interim Compensation Scheme (Sindhi).
50. Soil in Rural Development.
51. Bharat Ki Ekta (Folder)—(Hindi).
52. Jawaharlal Nehru's Speeches—1949-53.
53. Panorama of India (Revised).
54. Prayag Darshan (Hindi).
55. Questions and Answers—First Five Year Plan (Urdu).
56. India Has A Plan—Bengali.
57. India Has A Plan—Hindi.
58. Developing the Damodar Valley.
59. Our National Plan (Folder) (Kanarese).
60. Where to Stay in India—A Hotel Guide.
61. India—Tourist Information—1954.
62. Our Constitution—Hindi (3rd Print).
63. About India (Revised).
64. Mysore and Coorg—See India Series.
65. Our Flag (Hindi).
66. Unity of India (Folder) Urdu.
67. Kanchi.
68. Building New India (Gurmukhi).
69. Our Plan (Hindi).
70. Trekking in India.
71. See India—Amritsar.
72. See India—Lucknow.
73. Planning For Power and Irrigation.
74. Finance for the Plan (Hindi).

APPENDIX XII

List of Selected Books issued by the Publications Division

(i) Indian Art through the Ages.
(ii) The Handbook of India.
(iii) Buddhist Shrines in India.
(iv) National Songs.
(v) Our Constitution.
(vi) Facts about India.
(vii) The Five Year Plan—A Short Introduction.
(viii) Independence and After.
(ix) 5,000 years of Indian Architecture.

APPENDIX XIII

List of periodicals issued by the Publications Division

1. MARCH OF INDIA . . An English bi-monthly meant mainly for projecting India to the outside world. It aims at explaining and interpreting India's thought and culture and contemporary social and economic movements to the world abroad. Price per copy in India Rs. 2-8-0. Annual subscription Rs. 15.

2. KASHMIR . . . . . An English monthly, which seeks to acquaint the world with the life and problems of Kashmir, its customs and traditions, her arts and crafts. Price per copy in India As. 0-8-0. Annual subscription Rs. 5.

3. KURUKSHETRA . . . An English monthly which is concerned with the progress of the community development projects and rural development in general, its objectives and the related problems. Price per copy in India As. 0-6-0. Annual subscription Rs. 4.

4. A.I.R. SELECTIONS . . A quarterly magazine in English containing important and representative talks broadcast by All India Radio. Price per copy As. 0-12-0. Annual subscription Rs. 3.

5. AJKAL (HINDI) . A monthly in Hindi seeking (1) to bring the various cultural regions of the country closer together and make their literature, customs, folk-lore, geography, commerce and industry, etc., better known to the Hindi-reading public ; (2) to make the thought and culture of Hindi-speaking areas better known in the other linguistic regions ; (3) to explain in a simple style the aspirations and achievements of the Government to the lay public. Price per copy in India As. 0-8-0. Annual subscription Rs. 6.

6. BAL BHARATI . A monthly magazine in Hindi for children. It aims at educatiting the children through entertainment. Price per copy in India As. 0-6-0. Annual subscription Rs. 4.

7. RADIO SANGRAH . . . A quarterly magazine in Hindi containing important and representative talks broadcast by All India Radio. Price per copy As. 0-8-0. Annual subscription Rs. 2.

8. AJKAL (URDU) . A monthly magazine in Urdu dealing with foreign affairs, especially those of our neighbours, and containing many additional features to cater for every interest. Price per copy in India As. 0-8-0. Annual subscription Rs. 6.

APPENDIX XIV

Statement showing distribution and sale of the Publications Division Magazines for the Years *1951* and *1952*

Year	No. of issues	Copies printed	Copies supplied to Agents	Copies supplied to regular subscribers	Copies supplied free	Copies supplied on exchange basis	Copies retained in stock	*Balance on 1-11-53
		March of India.						
1951	6	25,364	3,565	4,119	15,561	52	2,067	928
1952	6	25,576	3,153	5,014	16,121	28	1,260	882
		Kashmir.						
1951	24	50,857	17,383	9,024	44,164	8	10,278	10,077
1952	24	76,744	9,412	11,350	49,338	113	6,531	8,370
	Converted into monthly since January 1953.							
		Kurukshetra.						
1951	Its publication was taken over by the Publications Division in October 1952 only.							
1952	3	8,993	80	535	7,787	Nil	591	374
		Ajkal (*Hindi*).						
1951	12	82,446	35,593	27,543	11,009	314	7,987	7,080
1952	12	90,900	33,988	40,429	11,179	350	4,954	5,675
		Bal Bharati.						
1951	12	1,29,621	51,441	60,478	10,098	262	7,342	5,639
1952	12	1,26,120	38,082	71,898	9,992	108	6,040	7,509
		Ajkal (*Urdu*).						
1951	12	51,300	27,997	9,879	8,832	326	4,266	2,493
1952	12	53,341	28,993	11,367	9,544	299	3,138	2,405
		Bachonka 'Ajkal'.						
1951	12	2,621	493	1,566	16	..	546	552
1952	12	2,868	172	2,269	20	..	407	396
	Ceased publication as a separate journal from February 1953.							
		Vishwa Darshan.						
1951	12	48,040	19,528	15,728	8,098	266	4,420	5,230
1952	Ceased publication after December 1951.							
		Saut-ul Shark.						
1951	3	9,830	6,928	30	2,575	Nil	297	239
1952	3	6,180	2,570	29	3,353	Nil	228	203
	Transferred to External Affairs Ministry during 1952.							

*This Figure includes unsold copies returned by booksellers.

GIPD—LAD—773 LS—11—11—54—650